

The American
BAKER

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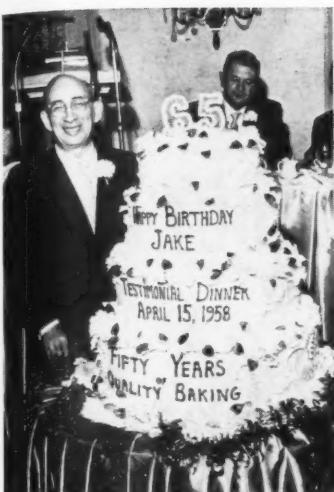


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TRIBUTE—This cake was presented to Jake Golman, president of Oak Cliff Baking Co., Dallas, Texas, on the occasion of his 65th birthday which was celebrated in Dallas recently with a special testimonial banquet. The cake was a gift from Roy Braden of Braden Cake Shops.

Testimonial Dinner Honors Jake Golman On 65th Birthday

DALLAS, TEXAS—Jake Golman, president of Oak Cliff Baking Co., and a 50-year veteran of the industry, was honored recently on the occasion of his 65th birthday with a testimonial banquet here at the Baker Hotel. Attendance, estimated at nearly 1,200, included prominent Dallas civic and business leaders and guests from as far away as Chicago and Miami, Fla.

Among the prominent speakers who paid tribute to Mr. Golman's civic and baking industry accomplishments were Mayor R. L. Thornton of Dallas, who remarked that he "knew of no one who has done more for his community than Mr. Golman"; Julius Schepps, prominent local business executive and a cousin of Mr. Golman, who told of Mr. Golman's early life; and Avery Mays, Dallas home builder, who spoke of Mr. Golman's civic accomplishments.

Among his many accomplishments, Mr. Golman served three years as vice president of the American Bakers Assn., and is at present serving his fifth three-year term on ABA's board of governors.

As a tribute, Mr. Golman was presented a sterling silver plaque, a gift of friends and associates, and a large cake baked by Roy Braden of Braden Cake Shops, a close friend.

BREAD IS THE STAFF OF LIFE

Charles Casto, Former President Of Ward Baking, Dies

NEW YORK—Charles E. Casto, a director and consultant and former president of the Ward Baking Co., died April 8 in Doctors Hospital. He was 74 years old.

Mr. Casto became president of Ward in 1941 and retired in 1953. A native of Rockport, W. Va., he was graduated in 1905 from the University of West Virginia. He joined the General Baking Co. in 1913 and resigned in 1940 as vice president in charge of sales.

Mr. Casto was a past president of Bakers Club, Inc., and a member of the Quarter Century Club.

National Bakery Suppliers Association Reelects Eugene Holland President

By FRANK W. COOLEY, JR.
Editor, The American Baker

NEW YORK—Eugene Holland of Richardson & Holland, Inc., Seattle, Wash., was reelected president of the National Bakery Suppliers Assn. during the 4-day 41st annual convention of the organization at the Plaza Hotel here recently.

Reelected vice president is John Richter, Brechet & Richter Co., Minneapolis; William Burbach of the Ph. Orth Co., Milwaukee, continues as secretary and Walter Rose, Chapman & Smith Co., Melrose Park, Ill., was reelected treasurer.

During the several business sessions, most of which are closed to non-members, the suppliers association discussed current problems facing the baking industry itself. The manufacturing section of the organization discussed marketing concepts, packaging, dissemination of proper product knowledge to the salesmen and other sales information such as territory and call frequency.

William Wright of Henry & Henry is chairman of the manufacturing section, with Morgan Marshall, H. A. Johnson Co., Boston, as co-chairman.

Participants in the panel sessions on manufacturing and marketing included W. J. Burnett, Kirkland & Rose, Ltd., Vancouver, British Columbia, Canada; Phil Orth, Jr., Ph. Orth Co., Milwaukee; Mr. Marshall; Mr. Wright, and Henry Hanson of the Omaha Bakers Supply Co.

Another panel discussion under the distribution section, chairmanned by John M. Rose of Kirkland & Rose, discussed sales incentives. This panel was made up of Mr. Burnett, Allan Ziegler, Westco Products, Inc., Los Angeles, and Reuben D. Wax, D. S. M. Food Products, Inc., Detroit.

Victor E. Figlar, vice president of the Van Loan Co., Inc., in New York also talked on spices and seeds for the bakery trade during this session, a panel on sales, mark-up and costs was handled by John W. Allen of the J. W. Allen Co. in Chicago, Henry R. Kingdon, Bessire & Co., Indianapolis, and Clarence Tucker of the Oscar Lucks Co., Seattle, Wash.

This session was followed by the association's annual luncheon for the trade press in the Plaza Hotel. During this luncheon Alfonse Levy of Charles Dennery Co. in New Orleans was presented with a gift to

commemorate his two terms of service as president of the association.

During the afternoon session, a panel on proper bakery equipment was presented, calling the proper equipment a "savings for today, an investment for tomorrow in position, purpose, principle and profit."

The panel included Richard H. Williams, Universal Oven Co., speaking on ovens; James Fay, Champion Machinery Co., on makeup equipment; Harley R. Transue, Union Steel



HONORED—President of the National Bakery Suppliers Assn. for two years, Alphonse Levy, Charles Dennery, Inc., New Orleans, was honored with a gift from the association during its recent annual meeting. The engraved silverware was presented to Mr. Levy during the trade press luncheon by Philip W. Orth, Jr., Ph. Orth Co., Milwaukee, above, right.

Products Co., on proof boxes; A. M. Bornhofen, Anetsberger Bros., Inc., on sheeters; James Walker, Ekco Alcoa Containers, Inc., on rigid aluminum foil containers. Lloyd Edgar, also of Union Steel Products Co., represented the panel on "work simplification in the retail bakery."

The final business session of the 1958 convention featured a panel on new products to answer the questions, "Why are they needed?" and "How do we get them?" On this panel were John Holland, Richardson

(Turn to BAKERY SUPPLIES, page 50)



SUPPLIERS OFFICERS—Shown above are the officers of the National Bakery Suppliers Assn., reelected at the recent annual meeting of the organization at the Plaza Hotel, New York City. Left to right are Eugene Holland, Richardson & Holland, Inc., Seattle, president; John Richter, Brechet & Richter Co., Minneapolis, vice president; William Burbach, Ph. Orth Co., Milwaukee, secretary, and Walter Rose, Chapman & Smith Co., Melrose Park, Ill., treasurer.

Continental's First Quarter Sales Increase

RYE, N.Y.—Net sales of Continental Baking Co. for the first quarter of 1958 amounted to \$76,782,218, an increase of 4.27% over sales of \$73,641,148 for the comparable quarter of 1957.

Net profit after federal income tax and amortization of goodwill during the first quarter of 1958 was \$1,681,977, compared with \$1,581,899 during the first quarter of 1957, an increase of 6.32%.

Earnings on each share of common stock during the first quarter amounted to 92¢ on 1,633,747 shares outstanding at the end of the quarter, compared with 94¢ for the same quarter of 1957 on 1,484,887 shares outstanding at the end of the first quarter last year.

The conversion price of Continental's 3 1/2% subordinated convertible debentures changed from \$32.50 to \$34.85 on conversions effected after Feb. 28, 1958, to and including Feb. 28, 1961. During the months of January and February, 1958, such debentures in the principal amount of \$3,411,000 were converted and 104,888 shares of common stock were issued in connection therewith. Only \$5,816,000 principal amount of 3 1/2% subordinated convertible debentures remain outstanding of the original issue of \$13 million, according to R. Newton Laughlin, president.

BREAD IS THE STAFF OF LIFE

AIB Will Organize Second Seminar Early in 1959

CHICAGO—The educational advisory committee of the American Institute of Baking has announced plans to conduct a production management seminar, the second, early in 1959 as a direct result of the enthusiastic reception given its initial course which was held this year.

As dates for the 1959 seminar are selected, consideration will be given to requests from enrollees of the first course for the expansion of some areas of subject matter, while still holding the course to a two-week period, said AIB officials. All subject matter of the 1958 course will be retained.

Ingredients and ingredient handling, discussed this year, were rated as of prime importance and immediate, practical concern by students in the 1958 class. Current technological practices of the baking industry and personnel problems, particularly regarding communications and motivation, were enthusiastically received this year, according to AIB.

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The American Baker



Published Monthly for the
Bakers of America

FRANK W. COOLEY, JR.
Editor

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Comment . . .

. . . by Cooley



F. W. Cooley, Jr.

The old-timers in this convention way of life tell us that attendance is always the highest in times of stress, since bakers crowd into the meeting rooms to see if they can find some new way of keeping the wolf from the door short of selling out and becoming a mailbox painter. The tremendous attendance at the recent convention and exhibition of the Associated Retail Bakers of America was not because of a "recession," we feel, but rather because of the happy circumstance of a site in a major baking area and the feeling of the average retailer that he is in a good business, and that his business is holding up well.

Those men whose vocations take them to many conventions and meetings throughout the country are unanimous in saying that the "recession is political," with the opposition gleefully making the most of a readjustment period. At the ARBA convention, only those bakers in the areas hardest hit by unemployment have noticed any reduction in their business.

We admit that the bakers operating in these depressed areas can find little to cheer about in reports of good business in the next state, but they may be able to take heart in the news, knowing that "things are getting better."

* * *

After spending several hours each day waiting for an elevator to stop at the 33rd floor of the New Yorker, one can't help wondering how Frank Lloyd Wright is going to get people up and down in his mile-high building. One fella standing in the lobby watching the blonde elevator operator noticed her hair was gray when she came down.

* * *

Of course the theatrical troupe which stole the show the first general session set the pattern by playing to standing room only. Most of the audience agreed that the cast was remarkably skilled, the book and production professional, and the retail association might pick up a nice bit of change by offering the music on I.p.

* * *

Over there to the right is our yearly reminder that the baking industry's two biggest promotion months are coming up—and it's not too early to plan a more extensive participation in these promotions than you were able to do last year. The Bakers of America Program is sending excellent promotion material to your local newspaper—maybe you could get together with some of the other bakers and show the newspaper how your advertising can tie in with their editorial material. The following month The Wheat Flour Institute material will continue to stress baked foods in combination with other sandwich and picnic items, earning the national cooperation of hundreds of food manufacturers. These companies are spending their advertising dollars to promote their foods in combination with yours; they deserve your wholehearted cooperation, if not your financial support.

* * *

Thanks for reading. See you next month.

Frank Cooley

JULY

IS
PICNIC

MONTH



AUGUST

IS

SANDWICH

MONTH

Interstate to Build New Denver Plant

DENVER, COLO.—Interstate Bakeries Corp., Kansas City, Mo., will build a \$750,000 plant here.

Morris Cohen of Interstate's Kansas City headquarters engineering department confirmed a \$162,000 land purchase as the initial step in the proposed Denver plant. Plans for the new bakery, to be located at 5200 E. Evans Ave., are now on the drawing boards at the firm of Linder, Wright & White. The 70,680 sq. ft., one-story building includes bakery, office and garage.

The new Denver plant will be the 29th branch plant in Interstate's nationwide bakery operation. The Kansas City corporation bought out Campbell-Sell Baking Co. here early this year, and will continue to operate the company at that address until the new bakery is completed.

—BREAD IS THE STAFF OF LIFE—

Red Star Yeast Makes 3 Personnel Changes

MILWAUKEE—Three major changes in personnel, reflecting the company's continued growth and expansion in yeast and related products, have been announced by R. T. Foote, executive vice president of Red Star Yeast & Products Co.

Stanley Applegate, Elm Grove, Wis., has been named as director of foreign operations. Mr. Applegate was formerly general plant manager. F. E. W. Adler, Wauwatosa, Wis., formerly manager of the Red Star plant at Milwaukee, has been appointed director of production for all Red Star domestic plants. Mr. Adler will continue to direct Milwaukee plant operations, as in the past.

F. P. Mottram of New Orleans, La., formerly manager of the Belle Chasse, La., plant, has been named director of engineering for all Red Star plants. Mr. Mottram will headquarter in Milwaukee after July 1.

—BREAD IS THE STAFF OF LIFE—

Baking Mix Firm Names New Officers

CHICAGO—Kitchen Art Foods, Inc., makers of Py-O-My baking mixes has elected three new vice presidents.

Gerald Ajemian becomes vice president in charge of sales, Edward I. Feigon, vice president in charge of research and development, and Joseph J. Topinka vice president in charge of production.

All three of the new officers have been with the company several years. This is the first time in 12 years that there has been an increase in the number of company officers.

—BREAD IS THE STAFF OF LIFE—

Firms Merge to Form Hathaway Industries

BOSTON—Formation of Hathaway Industries, Inc., as a corporation comprising the businesses of Western Terminal Elevator Co., Topeka, Terminal Elevators, Inc., and Ismert-Hinckle Milling Co., Kansas City, along with two baking plants, was approved by stockholders of Hathaway at meeting in Boston, April 30.

The merging corporations will continue their separate identities with no change in method of operation or in management.

Under the merger, the officers of Hathaway, Inc., will be John S. Slater, chairman; Bermiss R. Horsch, president; B. Delmore Doe, treasurer; and Charles M. Goldman, secretary.

New Union Asks Accounting of Bakers' Assets

WASHINGTON—The new AFL-CIO American Bakery & Confectionery Workers International Union has filed suit in federal district court for an accounting and division of assets of the Bakery & Confectionery Workers International Union.

The suit, filed by ABC general counsel Henry Kaiser, said BCW assets, including a \$2,800,000 sick and death benefit fund, aggregate nearly \$6,000,000.

The ABC was formed in December after the BCW was ousted by the AFL-CIO on corruption charges, after disclosures in hearings before the Senate Rackets Committee against BCW president James G. Cross and other officers.

—BREAD IS THE STAFF OF LIFE—

Standard Brands Promotes Three In Chicago Area

NEW YORK—Standard Brands, Inc., has announced promotions for three members of the Fleischmann Division's Chicago district.

H. L. Davis, Chicago district manager, has been appointed vice president of the American Partition Co., a Standard Brands division in Milwaukee; Leonard M. Franzen, Chicago district bakery sales manager, succeeds Mr. Davis as district manager. Ralph B. Fagaly, formerly institutional sales manager, has been appointed assistant district manager in Chicago.

Mr. Franzen received national recognition as program chairman for the 1956 convention of the American Society of Bakery Engineers, and served as 2nd vice president of ASBE during 1956-57. Mr. Fagaly was well known in bakery and institutional work as area manager in Washington, and has been an active participant in the programs of regional and national institutional associations since his transfer to Chicago.

GROWERS WILL REFUND WHEAT COST IN BREAD

REXBURG, IDAHO—Wheat growers of Madison and Teton Counties, Idaho, plan an unusual move to point up the low cost of wheat in bread. They will refund the price of wheat in any loaf of bread purchased during "Dry Farm Day" in the area in April. The growers say the average 25¢ loaf of bread contains about 3¢ worth of wheat. The refund program will be carried out in all communities of the two counties.

Continental Baking Buys Dicarlo Bakery

NEW YORK—Continental Baking Co., Rye, N.Y., announced it has bought the equipment and business of Dicarlo Bakery, San Pedro, Cal., for an undisclosed price. The purchase is tentatively slated to go in effect May 24. Dicarlo's land and buildings will be leased.

Present management, headed by Pietro Dicarlo, president and owner, will remain in charge of the operation and business of the bakery, according to the announcement.

Dicarlo will continue as a wholesale baker of breads and rolls sold in southern California, a Continental spokesman said.

The spokesman said Dicarlo sales total about \$3,500,000 a year. It employs about 240 workers at its plant in San Pedro. In 1957, Continental baking had earnings of \$7,761,715, or \$4.62 a share, on sales of \$307,876,750.

—BREAD IS THE STAFF OF LIFE—

Alvin F. Borer Joins Omar Bakeries

OMAHA—Alvin F. Borer has joined Omar Bakeries, Inc., home office in Omaha, as plant manager of the Milwaukee District bakery.

Mr. Borer was formerly associated with Pillsbury Mills, Inc., at Springfield, Ill., as director of the bakery mix laboratories.



NOTE OF OPTIMISM—Harry W. Zinsmaster, president of Zinsmaster Baking Co., Minneapolis, at the right, sounded a note of optimism at the recent luncheon meeting and annual convention of the Minnesota Food Retailers Assn. Mr. Zinsmaster spoke of the \$47.7 billion sales reported by U.S. food retailers last year, expressing his opinion that the food industry is experiencing no recession. At the left are P. Kenneth Peterson, mayor of Minneapolis, and Clarence Schiller, president of the Minnesota Food Retailers Assn. The luncheon, an annual event at the convention, was sponsored by Zinsmaster Baking Co.

Pillsbury Honors Joseph L. Carroll Upon Retirement

MINNEAPOLIS—Joseph L. Carroll, assistant manager of Pillsbury's bakery products division in Philadelphia, retired recently after 46 years with the company. Mr. and Mrs. Carroll were honored at a dinner in New York given by George S. Pillsbury, vice president of the division.

Mr. Carroll joined the company in 1912 as a salesman for the Scranton, Pa., branch. He was advanced successively to territory salesman, assistant office manager, branch manager, district manager of bakery sales, and was appointed to his present position in 1956.

In 1956 Mr. Carroll was named Allied Man of the Year by the Pennsylvania division of the Allied Trades of the Baking Industry. A member of six bakers' trade associations, he is an associate director of the Pennsylvania Bakers Assn. and a past president of the Allied Trades of the Baking Industry and the Philadelphia Association of Flour Distributors.

Mr. Carroll will continue to represent Pillsbury as a broker for bakery flours and bakery mixes in the Philadelphia area.

—BREAD IS THE STAFF OF LIFE—

Victor Zimmerman Scholarship Award Judges Appointed

ST. LOUIS—The appointment of judges for the second annual \$1,000 Victor Zimmerman Memorial Scholarship Award has been announced by J. A. Zimmerman, president of Cahokia Flour Co. of St. Louis, donor of the award.

The scholarship will be presented to the most promising qualified young man employed in the baking industry within an area of 125 miles of St. Louis, Mr. Zimmerman said. It is intended to stimulate training of competent professional bakery personnel to contribute to the progress of the retail and wholesale baking industry of the area.

The board of judges is: Don Pieper, president, Greater St. Louis Bakery Production Club; Philip Hickey, superintendent of instruction, St. Louis board of education; Frank E. Lawrence, Jr., secretary, Metropolitan St. Louis Chamber of Commerce; Armin Schwarz, Jr., president, Master Retail Bakers of St. Louis, and Walter Williams, president, St. Louis Wholesale Bakers.

The scholarship winner will receive \$1,000 to cover tuition, transportation and living expenses at either the American Institute of Baking, Chicago, or the William Hood Dunwoody Industrial Institute, Minneapolis.

The competition is open to men between the ages of 20 and 35 who live within a 125-mile radius of St. Louis and who have been employed in bakery production for one year or more. Applicants must have a high school education or its equivalent. Applications must be received by May 1 by the secretary, Victor Zimmerman Memorial Scholarship Award, 1870 Railway Exchange Bldg., St. Louis 1, Mo. The winner will be announced by June 15.

The annual scholarship was founded in 1957 to honor the memory of the late Victor Zimmerman, founder of the Cahokia Flour Co.



MISS MUFFIN SCENES—A feature of the Associated Retail Bakers of America convention, and the annual banquet evening, was the selection of a national winner in the Little Miss Muffin contest. Shown at the left above are Gerald Velzen, Community Bakery, Grand Rapids, Mich., ARBA youth unit chairman, and Thomas L.

Scheuermann, ARBA field representative, with the rolling pin scepter and the muffin crown to be presented to the winner. At the right are Mr. and Mrs. Joseph Gratzel, Gratzel's Bakery, Teaneck, N.J., with champion Susan and master of ceremonies Jack Barry, television personality.

Associated Retail Bakers of America Convention and Exhibition Attracts Record Crowd to New York City

NEW YORK—One of the largest crowds ever to attend a convention and exhibition of the Associated Retail Bakers of America gathered here recently for the 40th ARBA meeting. Total attendance was approximately 3,600.

For most of the sessions, the convention lived up to advance reports that it would be a "speechless" meeting—with demonstrations, panel sessions, and short presentations predominating. Intended to give the individual baker a chance to speak for himself, the sessions were crowded and interest was high, with many bakers citing personal experiences or operating procedures which could be adapted for use in other shops and areas.

The general session April 28 featured an excellent play on "The Disappearing Customer," with an amateur cast culminating its months of rehearsals by playing to a standing room only audience. William H. Schonebecker, Aunt Jennie's Bake Shop, Rochester, was the producer of the show. (For further details on the presentation see the picture pages.)

Following the play, some of the principals teamed up with other bakers for a panel discussion of retail selling. The following ideas were presented:

For product sampling, it was suggested that the product be "served" to the customer as if it were being done in one's home, rather than slicing the product and leaving it unattended on a counter. "I pretend I'm at a bridge club and the customers are my guests," Mrs. Rose Ebert, Ebert's Bake Shop, Rochester, N.Y., emphasized.

"We are substituting the word 'hot' for 'fresh'—we think it's a magic selling word," Jack Lottman, Imperial Bake Shops, Ltd., Toronto, said. He uses small glass-front ovens right in the sales store to emphasize his point.

It was believed that the bakery

managers should do their own salesgirl training, since it lessens the danger of a new girl picking up objectionable sales habits from the other girls.

The necessity for careful quality control was again stressed. "Nothing else will save you but quality," one panel member said. "If you wouldn't buy it yourself, don't sell it," was the consensus.

The salesgirls customarily handle complaints quickly and courteously, being able to refund the purchase price or replace the merchandise graciously and intelligently. Only difficult cases need be referred to the manager.

The increased use of application forms in hiring was recommended. The chairman of the panel, Richard Morgan, Hemstrought's Bakery, Utica, who previously had starred as narrator and author of the Down Hill Bakery skit, suggested that ARBA prepare a universal application form which could be made available to bakers. The desirability of local bakery associations setting up a complete sales school for new bakery salesgirls was also suggested, although most bakers seemed to prefer training new girls in the shop. Several bakers are now hiring "mature" women, who may have more of the desired sales abilities.

Again on the quality angle, bakers were repeatedly cautioned to make a constant distinction between "hold-over" and "leftover" in retail products—opinion was almost unanimous that there should be no attempt to sell day-old products.

Other members of the panel were Mrs. Stasia Sorel, Home Town Bakery, Cohoes, N.Y., and James Byrne, Czech Frozen Pastry Co., New York City.

A closed session on multiple unit retail operations was held during the convention, with the following participating: Walter N. Jacobi, panel chairman, Ebinger Baking Co.,

Brooklyn, N.Y.; Sam Pasternack, Cake Box Bakers, Kansas City, Mo.; Richard W. Warner, Jr., Warner-Noll Bake Shops, St. Louis, Mo.; Ken L. Hollis, Ann Palmer Bakeries, Inc., Portland, Ore.; Edward Schissel, Stop 'n' Shop Bake Shops, Boston, Mass.; George Snow, Ebinger Baking Co., Brooklyn, N.Y., and Russell Hanscom, Hanscom Bakers & Confectioners, Philadelphia, Pa.

The April 29 session featured "success stories and practical experiences," and made full use of audience participation, with microphones spotted throughout the session room. George Chussler, Bakers Weekly, Chicago, an honorary director of the ARBA, was panel moderator. The

panel included Martin Larkin, Larkin Home Bakery, Pekin, Ill.; Miss Marge Carroll, Carroll's Bakery, Spencer, Iowa; Allen Graessle, Allen Bakery Co., Elizabeth, N.J.; L. Carroll Cole, Cole Bakeries, Muskegon, Mich.; Mrs. Rosalia Neldam, Neldam's Danish Bakery, Oakland, Cal., and Mrs. Dorothy Schmitt, Schmitt's Bake Shop, Chicago.

Here are some of the ideas for retail bakers produced in this session:

The value of cooperating with a "bride whisper" campaign used by many jewelers was stressed. This service permits the prospective bride to list her most desired wedding gifts for the benefit of possible donors; a high-quality wedding cake featured in the store will often result in immediate orders as a part of pre-wedding planning, it was felt.

The value of attractive packaging was discovered in the holiday packing of small cookies to sell for \$1 lb. or more. The Neldam bakery had weekly sales of 15 lb. tea cake; after packing in glass jars the production has moved up to 100 lb. daily. This bakery also packages 5,000 lb. cookies at Christmas time, and the "January White Sale" of baked foods was used to move leftover packages at a reduced price.

Publicity tie-ins with featured civic events and the proper decoration of shops and windows to complete the tie-in was described by Miss Carroll; her shop received valuable publicity by such a treatment when Spencer was host to units of the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America.

A premium-priced loaf of bread called "milk 'n' butter" bread was described by Mr. Cole. "Why try to make a cheap or competitively priced loaf of bread—that market's crowded," Mr. Cole said. "There is no room down on the price scale, but there's

(Turn to ARBA CONVENTION, page 47)

Paul Baker Elected President Of Associated Retail Bakers

NEW YORK—Paul M. Baker, Jenny Lee Bakery, McKees Rocks, Pa., was elected president of the Associated Retail Bakers of America during opening sessions of the 40th annual convention of the organization.

Approximately 3,600 retail bakers and allied tradesmen were eventually registered for the combined convention and trade exposition which was held in New York April 27-30.

Other officers elected include: L. Carroll Cole, Cole Bakeries, Muskegon, Mich., first vice president; Herman Schoen, Perfection Bakery, Hillsboro, Ore., second vice president; Gordon Nash, Priscilla Bakery, St. Bernard, Ohio, third vice president, and Bernard Bowling, Plehn's Bakery, Louisville, Ky., treasurer.

Directors named for three-year terms are: Frank Hall, Eberhardt's Logan Pastry Shop, Philadelphia; Sam Pasternak, Cake Box Bakers, Kansas City; Jack Neldam, Neldam's

Danish Bakery, Oakland, Cal.; John Selig, Holiday Bakers, Inc., Freeport, N.Y.; Walter Meier, Meier's Bakery, Paterson, N.J.

The committee announced that it intends to recommend to the board of directors the election of the following by the board itself for one-year terms as directors at large: Martin Larkin, Larkin Home Bakery, Pekin, Ill.; Walter Dolch, Morning Glory Bakery, Maquoketa, Iowa.

The nominating committee also recommended that the following two be nominated as directors from their respective regions in the first mail election to be held under the amended by-laws prior to the 1959 convention, and that in the meantime the board of directors extend to them an invitation to attend all meetings of the board: Andy Mozynski, Falls Church Bakery, Falls Church, Va., and Ivan Perkins, Perkins Bakery, Silverton, Ohio.

ARBA COVERAGE

NEW YORK—Editorial coverage of the Associated Retail Bakers of America convention and exhibition here was handled by Frank W. Cooley, Jr., Minneapolis, and George W. Potts, New York.



PROOF—Gordon Nash, Priscilla Bakery, president of the Greater Cincinnati Retail Bakers Association, and John M. Eagen of Procter & Gamble pause during the convention to look at publicity results of National Retail Bakers Week. Messrs. Nash and Eagen were co-chairmen of the promotion of the week which resulted in more than 700 radio broadcasts, 75 television broadcasts and 400 newspaper clippings. At least 10 governors and 53 mayors or city councils proclaimed the week this year.



LITTLE MISS MUFFIN—In the first award of a national title of Little Miss Muffin, during the recent Associated Retail Bakers of America convention, Miss Susan Gratzel, 7 years old, was the winner. She is the daughter of Mr. and Mrs. Joseph Gratzel, Gratzel's Bakery, Teaneck, N.J. Miss Gratzel is shown above with the television set which went with the honor.



PANEL SESSION—A feature of the Associated Retail Bakers of America "speechless" convention was audience participation in panel discussions, with the program participants detailing their own "success stories." One such panel is shown above. In the picture at the left are Martin Larkin, Larkin Home Bakery, Pekin, Ill.; Miss Marge Carroll, Carroll's Bakery, Spencer, Iowa; George Chussler, Bakers Weekly, Chicago, moderator, and Allen



Graessle, Allen Bakery Co., Elizabeth, N.J. At the right are Mrs. Dorothy Schmitt, Schmitt's Bake Shop, Chicago; John J. Selig, Holiday Bakers, Freeport, L.I., program chairman, and L. Carroll Cole, Cole's Bakeries, Muskegon, Mich. Not present when these pictures were taken was Mrs. Rosalla Neldam, Neldam's Danish Bakery, Oakland, Cal., also a member of the panel, discussing retail profits possible by correct packaging.



ON THE SCENE IN NEW YORK—The "Gateway to Progress" convention and exhibition of the Associated Retail Bakers of America featured several demonstrations of interest to operating bakers. A representative one was the demonstration of the use of ice cream and baked foods to produce high-profit frozen desserts. At the left is Ed Wukowitz, Wukowitz Bakery, New York,



and Teddy Beck, Armel French Ice Cream Co., New York. In the center is Al Schacht, the "clown prince of baseball," throwing himself into the telling of a story during the allied breakfast sponsored by the Allied Trades of the Baking Industry, both the national group and New York Division No. 5 of the ATBI. At the right is shown a portion of the international bread display.



Flour Market

Flour Buyers Await New Crop Basis

By K. W. WAKERSHAUSER
American Baker Staff

Flour buying was very limited over the entire country during all of April and the first week in May. The reluctance of bakers to extend their holdings reflected the dominance of new crop thinking, and the belief in lower prices to come if the Southwest wheat harvest is up to expectations. Cash wheat and flour prices dropped sharply in mid-period in the Southwest. In contrast, prices in the spring wheat mills area remained strong. With July wheat and flour offering such promise, there is little likelihood of extensive buying until the new crop begins to arrive, exclusive of a change in the harvest picture.

The extreme optimism over the new Southwest wheat, with July futures 30¢ below May, is in direct contrast to a year ago, as is the lack of interest in old crop offerings of flour. A year ago the crop was cut by weather damage, prices were strong almost to the end, and old crop offerings held a much more attractive position.

Any great delay in harvesting operations this year might have more than usual market repercussions because of the tightness of old crop cash wheat. The considerable gap between the price of old and new crop futures has encouraged buyers of flour to hold their purchases well within the limits of the customary old crop period, while millers and others who carry cash wheat are equally anxious to keep their inventories as low as reasonable operations will permit. Should a late harvest upset these calculations, the stretch out of old crop supplies could bring about real market tightness during the change-over period.

On this basis, price levels for a good portion of the new crop year will depend largely on weather conditions.

Flour Prices Show Mixed Trends

Flour prices, too, showed contrasts between the Southwest and the spring wheat mills area. Kansas City quotations for bakery flour finished the first few days in May more than 20¢ below the corresponding period of April. Minneapolis prices, on the other hand, finished 5 to 8¢ stronger, but showed a tendency to weakness about May 6, when prices fell back several cents, the first break in quite a while. Spring wheat bakery flour prices, however, still remained at levels considerably above buyers' ideas of workable quotations.

Southwest Crop Estimate Rises

The latest estimate of 1958-59 hard winter wheat production, a private report issued May 1, intensified the bearish Southwest picture even more, by predicting that the outturn will rise to almost 986 million bushels, or more than 21 million over USDA's April 1 estimate. This, in conjunction with the extreme discount for July futures under May and the ideal growing conditions in the Southwest, strengthens the viewpoint of many

bakers that it may be better to wait for new crop offerings than to buy at old crop levels.

The most significant factor at this point is the weather outlook during the next few crucial weeks.

If it continues to favor the hard winter wheat crop, the situation will probably come out as expected. The hard winter crop, as of May 1, was estimated to be the most favorable on record, at 97% of normal, compared with the 10-year average of 83% and 84% for the 1957-58 crop. Subsoil moisture, in contrast with a year ago, has been very good.

Basic Loan Rate May Go Higher

It appears quite likely that the basic loan rate on the 1958-59 wheat crop will be 3 to 4¢ above the \$1.78 level announced earlier by the U.S. Department of Agriculture, due to a 1¢ increase in the wheat parity.

Although the shortage of old crop wheat during April and early May held cash prices strong, there were periods of instability, and prices dipped sharply in mid-period at Kansas City and Chicago, pulling flour prices down somewhat. Pressure was exerted from several sources. A pick up in Southwest wheat offerings about April 20 caused a rapid drop in cash prices, and offerings were immediately withdrawn. With free market wheat prices below the government loan level for redemption, it is not likely that any quantity of old crop wheat will be offered again this year.

The fluctuating export picture alternately pressed prices in both directions. The overall export situation for wheat indicated strongly all through the period that overseas workings will fall considerably short of the government's 400 million bushel estimate for 1957-58 and also below last year. But moderately good day-to-day purchases offset this bearish effect on prices, as did the growing awareness of possible shortages of old crop wheat. The net effect was fairly continuous tightness of cash

wheat and flour prices throughout most of the period, followed by some weakness in mid-April and early May in the Southwest.

Cash Wheat Prices Turn Downward

Uncertainty over old crop wheat supplies midway through April caused a sharp drop in cash wheat prices in the Southwest. Premiums dropped 6¢, apparently the result of a reappraisal of the cash wheat situation, and thinking in some parts of the trade that supplies for the remainder of the crop year might be larger than estimated earlier. Country offerings appeared on the Kansas City market, but were withdrawn as the lack of demand and price drop tended to discourage sellers. The bearish trend was aggravated by the lack of interest from mills and bakery flour buyers. The situation again reflected the dominance of new crop thinking, with wheat and flour buyers willing to await new offerings at what may well be considerably lower prices. The net effect was to pull cash wheat prices, and flour, to lower levels. A small amount of cash wheat strength was regained the first few days in May, but the loss for the month remained at about 8¢. In contrast, offerings in the spring wheat mills area remained scarce, and flour and wheat prices finished the period strong.

Farm Stocks Below Average

One of the basic reasons for the tightness which has prevailed in old crop supplies is the shortage of wheat stocks on farms, which reportedly were 22% below the 1947-56 average as of April 1, although 6% above April 1, 1957. This factor, coupled with free market wheat prices considerably below government loan rates for redemption, worked in favor of the tight market situation throughout much of the old crop year.

Summary of Flour Quotations

May 3 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery.

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo	New Orl.	Phil.	Boston	Pittsburgh	*New Orl.
Spring top patent	6.00@6.35	6.00@6.35	6.00@6.35	6.00@6.35	6.00@6.35	6.00@6.35	6.00@6.35	6.00@6.35	6.00@6.35	6.00@6.35
Spring high gluten	6.17@6.29	6.17@6.29	6.17@6.29	6.17@6.29	6.17@6.29	6.17@6.29	6.17@6.29	6.17@6.29	6.17@6.29	6.17@6.29
Spring short	5.97@6.09	5.97@6.09	5.97@6.09	5.97@6.09	5.97@6.09	5.97@6.09	5.97@6.09	5.97@6.09	5.97@6.09	5.97@6.09
Spring standard	5.90@6.25	5.87@5.99	5.90@6.25	5.87@5.99	5.90@6.25	5.87@5.99	5.90@6.25	5.87@5.99	5.90@6.25	5.87@5.99
Spring straight	5.80@6.25	5.80@6.25	5.80@6.25	5.80@6.25	5.80@6.25	5.80@6.25	5.80@6.25	5.80@6.25	5.80@6.25	5.80@6.25
Spring first clear	5.50@5.85	5.37@5.57	5.50@5.85	5.37@5.57	5.50@5.85	5.37@5.57	5.50@5.85	5.37@5.57	5.50@5.85	5.37@5.57
Hard winter short	5.50@5.95	5.50@5.95	5.50@5.95	5.50@5.95	5.50@5.95	5.50@5.95	5.50@5.95	5.50@5.95	5.50@5.95	5.50@5.95
Hard winter standard	5.40@5.85	5.40@5.85	5.40@5.85	5.40@5.85	5.40@5.85	5.40@5.85	5.40@5.85	5.40@5.85	5.40@5.85	5.40@5.85
Hard winter first clear	5.70@5.80	5.70@5.80	5.70@5.80	5.70@5.80	5.70@5.80	5.70@5.80	5.70@5.80	5.70@5.80	5.70@5.80	5.70@5.80
Soft winter short patent	6.63@6.65	6.63@6.65	6.63@6.65	6.63@6.65	6.63@6.65	6.63@6.65	6.63@6.65	6.63@6.65	6.63@6.65	6.63@6.65
Soft winter standard	6.05@6.45	6.05@6.45	6.05@6.45	6.05@6.45	6.05@6.45	6.05@6.45	6.05@6.45	6.05@6.45	6.05@6.45	6.05@6.45
Soft winter straight	5.02@5.35	5.02@5.35	5.02@5.35	5.02@5.35	5.02@5.35	5.02@5.35	5.02@5.35	5.02@5.35	5.02@5.35	5.02@5.35
Rye flour, white	5.08@5.23	4.75@4.77	5.08@5.23	4.75@4.77	5.08@5.23	4.75@4.77	5.08@5.23	4.75@4.77	5.08@5.23	4.75@4.77
Rye flour, dark	4.33@4.48	4.00@4.02	4.33@4.48	4.00@4.02	4.33@4.48	4.00@4.02	4.33@4.48	4.00@4.02	4.33@4.48	4.00@4.02
Spring high gluten	7.04@7.14	7.00@7.15	7.04@7.14	7.00@7.15	7.04@7.14	7.00@7.15	7.04@7.14	7.00@7.15	7.04@7.14	7.00@7.15
Spring short	6.84@6.94	6.85@6.95	6.84@6.94	6.85@6.95	6.84@6.94	6.85@6.95	6.84@6.94	6.85@6.95	6.84@6.94	6.85@6.95
Spring standard	6.74@6.84	6.75@6.85	6.74@6.84	6.75@6.85	6.74@6.84	6.75@6.85	6.74@6.84	6.75@6.85	6.74@6.84	6.75@6.85
Spring first clear	6.00@6.20	6.65@6.75	6.00@6.20	6.65@6.75	6.00@6.20	6.65@6.75	6.00@6.20	6.65@6.75	6.00@6.20	6.65@6.75
Hard winter short	6.43@6.53	6.30@6.40	6.43@6.53	6.30@6.40	6.43@6.53	6.30@6.40	6.43@6.53	6.30@6.40	6.43@6.53	6.30@6.40
Hard winter standard	6.28@6.38	6.20@6.30	6.28@6.38	6.20@6.30	6.28@6.38	6.20@6.30	6.28@6.38	6.20@6.30	6.28@6.38	6.20@6.30
Hard winter first clear	5.90@6.20	5.92@6.27	5.90@6.20	5.92@6.27	5.90@6.20	5.92@6.27	5.90@6.20	5.92@6.27	5.90@6.20	5.92@6.27
Soft winter short patent	5.90@6.20	5.92@6.27	5.90@6.20	5.92@6.27	5.90@6.20	5.92@6.27	5.90@6.20	5.92@6.27	5.90@6.20	5.92@6.27
Soft winter straight	5.45@5.50	5.60@5.70	5.45@5.50	5.60@5.70	5.45@5.50	5.60@5.70	5.45@5.50	5.60@5.70	5.45@5.50	5.60@5.70
Soft winter first clear	5.02@5.35	5.08@5.23	5.02@5.35	5.08@5.23	5.02@5.35	5.08@5.23	5.02@5.35	5.08@5.23	5.02@5.35	5.08@5.23
Rye flour, dark	4.33@4.48	4.00@4.02	4.33@4.48	4.00@4.02	4.33@4.48	4.00@4.02	4.33@4.48	4.00@4.02	4.33@4.48	4.00@4.02

*100-lb. papers. †Bakery wheat flour in 100-lb. papers.

Spring Wheat Planting Outlook

Seeding of spring wheat was 75% completed in some areas by the end of the first week in May and 90 to 100% in others. Most of the work was done under conditions of unusually cold weather, with moisture widespread but not excessive in amounts.

Stock Market

THE NEW YORK STOCK EXCHANGE

	Apr. 25	May 2	High	Low	Close	Close
Am. Bakeries Co. .	42 1/4	34 1/4	42 1/2	41 1/4	41 1/4	41 1/4
A-D-M Co. .	35 1/2	29	33	31	33 1/4	33 1/4
Borden .	68	60 1/4	65 1/2	66 1/2	66 1/2	66 1/2
Cont. Baking Co. .	37 1/2	27 1/4	36 1/2	34 1/2	36 1/2	36 1/2
Cro. Bisc. Co. .	10 1/2	9 1/2	10 1/2	9 1/2	10 1/2	10 1/2
C. P. I. P. .	12 1/2	11 1/2	13 1/2	12 1/2	13 1/2	13 1/2
Dow Chemical .	59 1/4	52 1/2	55 1/2	54 1/2	55 1/2	55 1/2
Gen. Baking Co. .	139	125	139	125	139	139
Pfd. \$8 .	58	48	55 1/2	53 1/2	55 1/2	55 1/2
Gen. Foods Corp. .	75	60 1/4	74 1/2	74 1/2	74 1/2	74 1/2
Pfd. 5% .	11 1/2	11 1/2	11 1/2	11 1/2	11 1/2	11 1/2
Merck & Co. .	10 1/2	9 1/2	10 1/2	9 1/2	10 1/2	10 1/2
Pfd. \$4 .	14 1/2	13 1/2	14 1/2	13 1/2	14 1/2	14 1/2
Natl. Biscuit Co. .	47	41	47	41	47	47
Pfd. \$7 .	168	158 1/2	165 1/2	165 1/2	165 1/2	165 1/2
Pfizer, Chas. .	65 1/2	49 3/4	64 1/2	64 1/2	64 1/2	64 1/2
Pillsbury Mills, Inc. .	54 1/2	42 1/2	54 1/2	54 1/2	54 1/2	54 1/2
Procter & Gamble .	61 1/2	55	60 1/4	61 1/2	61 1/2	61 1/2
Std. Brands, Inc. .	85 1/2	77 1/2	84 1/2	84 1/2	84 1/2	84 1/2
Un. Bisc. of Am. .	40 1/2	29 1/2	40 1/2	39 1/2	40 1/2	40 1/2
Un. Bisc. of Am. .	37	30	32 1/2	32 1/2	32 1/2	32 1/2
Ward Cl. Works .	31	23 1/2	30 1/2	27 1/2	27 1/2	27 1/2
Pfd. \$3.50 .	82	77 1/2	81 1/2	81 1/2	81 1/2	81 1/2
Ward Baking Co. .	82	77 1/2	81 1/2	81 1/2	81 1/2	81 1/2

THE AMERICAN STOCK EXCHANGE

	Apr. 25	May 2	High	Low	Close	Close
Gr. A & P Tea Co. .	315	241	300	309 1/2	309 1/2	309 1/2
Horn & Hardart Corp. of N. Y. .	130	115 1/2	127 1/2	128 1/2	128 1/2	128 1/2
Merck & Co. .	27 1/4	24 3/4	25 1/2	25 1/2	25 1/2	25 1/2
Stocks not traded:						
Berry Biscuit Corp. .	4 1/2	4 1/2	4 1/2	4 1/2	4 1/2	4 1/2
Horn & Hardart Corp. of New York .	33 1/2	34	34	34	34	34
Horn & Hardart Corp. of New York, \$6. Pfd. .	100 1/2	102	102	102	102	102
Omar, Inc. .	12	12 1/2	12 1/2	12 1/2	12 1/2	12 1/2
Wagner Baking Co. .	60	64	64	64	64	64
Wagner Baking Co., Pfd. .	60	64	64	64	64	64

CANADIAN STOCKS

	Apr. 18	Apr. 25	High	Low	Close	Close
Canada Bread .	3.25	2.75	3.00	3.25	3.25	3.25
Pfd. B .	47	45	47	45	47	47
Can. Bakeries .	5%	5%	5 1/2	5 1/2	5 1/2	5 1/2
Can. Food Prod. .	2.50	2.50	2.50	2.50	2.50	2.50
A .	7	7	7	7	7	7
Pfd. .	39	37	37	37	37	37
Gatelli Food, A .	30	29	30	29	30	30
B .						

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Everybody talks uniformity...



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FARINOGRAPH, EXTENSOGRAPH—just two of the many lab and baking tests Atkinson's flour undergoes during storage in our 50,000 cwt. bins. We take every possible precaution to give you uniform baking and handling properties with every order.

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ATKINSON FLOUR FOR BAKERS ONLY . . . MINNEAPOLIS



Baker of Future May Have Less Dependence on Nature, Yearly Quality of Wheat Crop

By Frank W. Cooley, Jr., American Baker Staff

NEW YORK—The baker of the future may have less dependence on nature and the year-to-year quality of the nation's wheat crop, through developments such as the "turbo" process of flour milling used by Pillsbury Mills, Inc., according to statements made here April 27.

The turbo milling process, designed to "tailor" flours for a specific use, has been under development for several years, and in practical baking use for about a year. Pillsbury made a progress report on the turbo milling process and the flours obtainable from it to the business press during the opening of the annual convention of the Associated Retail Bakers of America in New York.

Harvey J. Patterson, vice president of national accounts for the bakery products division, Minneapolis, spoke for George S. Pillsbury, vice president of the bakery division, in explaining



Pillsbury Mills, Inc., points out that its turbo milled flours are "tailored" to a specific baking use with this illustration.

ing new developments in turbo milling and outlining what the baking industry can expect from this new milling process.

Reporting that the company is "very enthusiastic" about the turbo flours, Mr. Patterson quoted Mr. Pillsbury in saying the baking industry can expect to be "less reliant on nature" and that a "larger percentage of the wheat crop" can be utilized in baking high quality products because of the flour tailoring aspects of the development.

Emphasizing that the turbo milled flours are in extremely short supply, Mr. Patterson predicted that increased production will be forthcoming, but revenue for expansion will have to be found, either in a slight premium for the flours, or in a lower cost of milling obtained through continuing technological development.

In addition, a balanced market must be maintained, which involves developing markets for several by-products of the turbo milling process. Research into the development of these markets and into the uses of the products themselves will be of help to the baking industry in the future, Pillsbury officials feel. Because of baking and merchandising qualities inherent in baked foods made from these flours, it is felt addi-

tional markets may be opened for the baking industry.

Turbo milling achieves the "tailoring" result by separating flour particles more completely than conventional milling techniques. Pillsbury officials used several examples to demonstrate this tailoring.

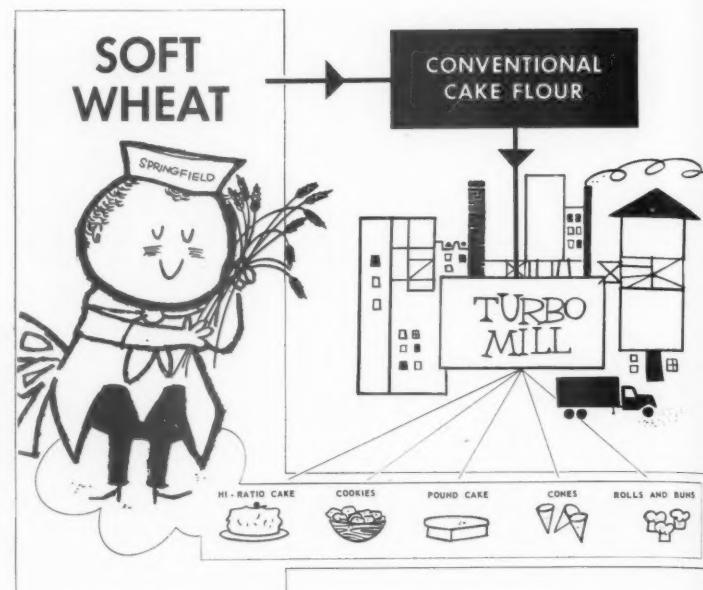
Conventionally milled soft wheat flour, for instance, normally produces a good cake flour. However, the product can be further refined by turbo milling to separate those fractions left in during conventional milling which are undesirable or unnecessary in making cake flour. A high protein fraction separated from this ordinary cake flour can be marketed to be used in blend with other flours to achieve specific results. The turbo cake flour, with these fractions removed from conventional cake flour, thus possesses added qualities for cake baking.

In the hard wheats, Pillsbury officials explained that in the conventional milling of a good hard wheat bread flour, a certain percentage of the flour may contain a starchy low protein material which does not contribute to good bread production. This low protein fraction may be separated to improve the product for bread making.

Further Tailoring

Separated fractions are not discarded, it was emphasized, but are subjected to further rearrangement and tailoring to produce flours suited for making cakes, crackers, cookies or ice cream cones. The angel food cake flour turbo milled from hard winter wheat is judged superior to a conventionally milled soft wheat cake flour in cake texture, volume and whiteness, Pillsbury officials said.

Pillsbury also explained its system to handle these new products. The two Pillsbury turbo mills producing limited quantities of flour are located



At the Pillsbury Mills, Inc., turbo mill in Springfield, Ill., air separates four by-products from the basic cake flour. The fractions include a high protein "booster" flour and three other by-products.

at Springfield, Ill., and Enid, Okla. At Springfield soft wheat flour is turbo milled into a "top quality" cake flour. The other flours developed through fractionation include a high protein "booster" flour, another flour thought to be ideal for pound cakes and pie crust, a flour for ice cream cones and a flour expected to have several specific advantages in cookie production. At the Enid mill, the principal product is turbo bread flour, with cracker flour and cake flour being the two fractions.

The speakers emphasized that orders are now running ahead of capacity as the first year is completed, with several large baking chains saying the product is meeting high quality standards.

Discussing the meaning of the new process to the commercial baker, Pillsbury said: "Basically, turbo milling—or flour fractionation—means better flours for the baker to work with."

Already in existence are turbo

milled flours for white and whole wheat bread, cake, cookies and a variety of other baked foods. Each of the flours is designed principally to produce a specific baked product, but company spokesmen made the following generalizations about all turbo milled flours:

• Judged the most important achievement by Pillsbury is uniformity in performance. Turbo milling modifies many of the effects of bad weather or a low quality wheat crop, and as a result, bakers can be assured a uniform flour. Pillsbury emphasized.

• Turbo milled flour has an extremely high tolerance and will "help the baker get a uniform product despite varying temperatures, humidity and working conditions."

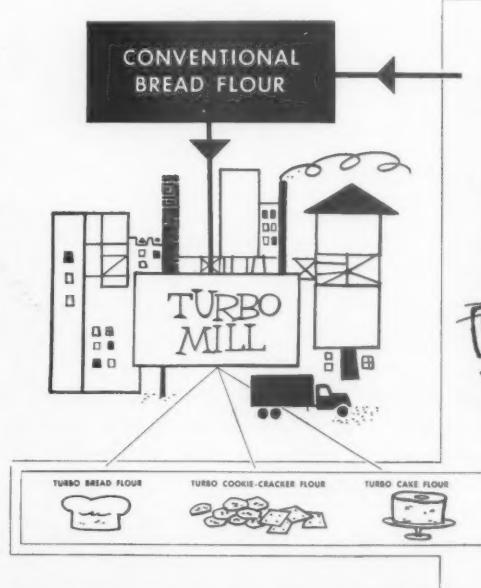
• Turbo milled flours are said to have better keeping qualities. Baked foods will keep longer on the shelf "because the moisture content does not bake out the way it does in some flours." Shelf life or keeping quality is extended as much as two days. In testing, the bread made from turbo milled flour is always at least one day "fresher" than the bread baked from conventionally milled flour. In most cases, absorption is increased approximately 3%, particularly when compared to southwestern wheat flours.

Specific Use

Pillsbury officials also pointed out that it is now possible to mill extremely low protein cake flours and high protein bread and roll flours tailored to their specific baking use.

Backgrounding the development of turbo milling, the company said some turbo flours were being turned out at Springfield and Minneapolis prior to the general announcement a year ago. The Enid installation is new within the last year. Because of demand and production circumstances, further turbo installations are being considered.

"The first step toward expansion will come late this fall," said B. J. Greer, executive vice president, when "production at Enid will be raised 25%." Since these turbo installations are expensive and complicated, Mr. Greer added, it will be some time before Pillsbury will be able to produce enough flour to meet the anticipated demand.



At Enid, Okla., hard wheat is turbo milled into a bread flour which has met the highest quality standards of southwestern and southeastern bakers, Pillsbury Mills, Inc., officials said. Fractions ideal for crackers and for angel food cake are separated from the basic bread flour. In conventional milling, all three fractions would be included in the bread flour.



Growing Customers—

Our location in the midwest makes us wheat farmers at heart. Cultivating and growing is a part of our life.

That's why we say use GOOCH'S BEST Flour. You'll find the baked goods made from it the answer to "Growing Customers."

Gooch Customers Always Get the Best



GOOCH'S BEST Identical Performance FLOURS

GOMECH
Western Wheat

SPRING LOAF
Spring Wheat

JUMBO
High Protein Spring Clear

GOLD NUGGET
Spring Clear

WHOLE WHEAT
Hi-Protein Spring

GOOCH MILLING & ELEVATOR CO.
LINCOLN, NEBRASKA

Daily Capacity 6,000 Cwts.

Elevator Space 4,000,000 Bus.

Southern Bakeries Quarterly Profit Shows Increase

ATLANTA, GA.—Southern Bakeries Co., exceeding its rate of gain for 1957, reported an operating profit of \$310,353.53 for the quarter ended March 22, an increase of 9.65% over the corresponding period of last year.

Ogden A. Geilfuss, president, summarizing Southern's operations for the quarter, also reported that sales

volume was maintained close to the same high level of the last two years, which set an all-time high.

"This showing appears doubly significant," Mr. Geilfuss commented, "when viewed in relation to today's widespread sales decline in many packaged goods, plus the fact that it was achieved at a time of year normally marked by a seasonal downturn in sales of bakery products."

Southern's directors recently declared quarterly dividends of 5¢ in cash a share of common stock, and dividends in shares of common stock equal to 20¢ a share, to both preferred and common stockholders, in

addition to a cash preference dividend of 12½¢ a share to preferred stockholders. This payment continues the dividend rate paid for the year 1957, and maintains Southern's record of quarterly dividends paid consecutively since 1935.

Southern's improved profit showing for the year's recession-minded opening quarter was largely attributed by Mr. Geilfuss to a long-range program of improvement in operating efficiency of company plants.

Modernization Plans

"Setting the pace for this advance is our company-wide, \$2 million pro-

ANOTHER valuable ingredient for bakers — Since 1928

BROLITE

BROLITE 1A

is a combination of

BROLITE 1E (cultured product made with butter) reinforced with other flavoring materials.



Packed in drums of 200#, 100#, 50# and 25# for your convenience

BROLITE 1E

is a cultured product made

with butter — subjected to fermentation and dehydration.



BROLITE 1A and 1E
impart a delicate flavor when used alone—
accentuate the flavor of butter when used
in formulas containing butter.
Lowers ingredient cost.

BROLITE'S trained bakery technicians at your service

BROLITE COMPANY, INC.

2542 N. Elston Avenue Chicago 47, Illinois

225 Fourth Ave.
New York City 3, N.Y.

621 Minna St.
San Francisco 1, Cal.

2921 S. Haskell Ave.
Dallas 23, Texas

518 First Ave. North
Seattle 9, Wash.

686 Greenwood Avenue, N.E.
Atlanta 6, Ga.



L. H. Fortin

DIRECTOR NAMED—L. H. Fortin has been elected to the board of directors of General Baking Co. Mr. Fortin is president of Van de Kamp's Holland Dutch Bakers, Inc., Los Angeles, a division of General Baking. Announcement of the appointment was made by George L. Morrison, chairman of the board.

gram of plant modernization embracing extensive installations of bulk-handling equipment for flour, eliminating the manual handling of sacked flour, as well as modern cooling-conveyor systems, other plant improvements and further modernization of the company's fleet of delivery trucks," said Mr. Geilfuss.

"Southern's modernization plan also extends to other phases of our operation, such as our office equipment and methods, and marketing, products, packaging and advertising, plus our 'modernized manpower' plan based on an all-inclusive program of scientific training for our sales supervisors.

"Large-scale advertising of our products is being continued throughout 1958. We believe this confident and aggressive approach is a far more constructive attitude than wait-and-see pessimism. In fact, we believe it's the only approach that can meet the expanding needs of today's South—where a 56% increase in food consumption is predicted within ten years," Mr. Geilfuss concluded.

BREAD IS THE STAFF OF LIFE

Production Club Elects Officers

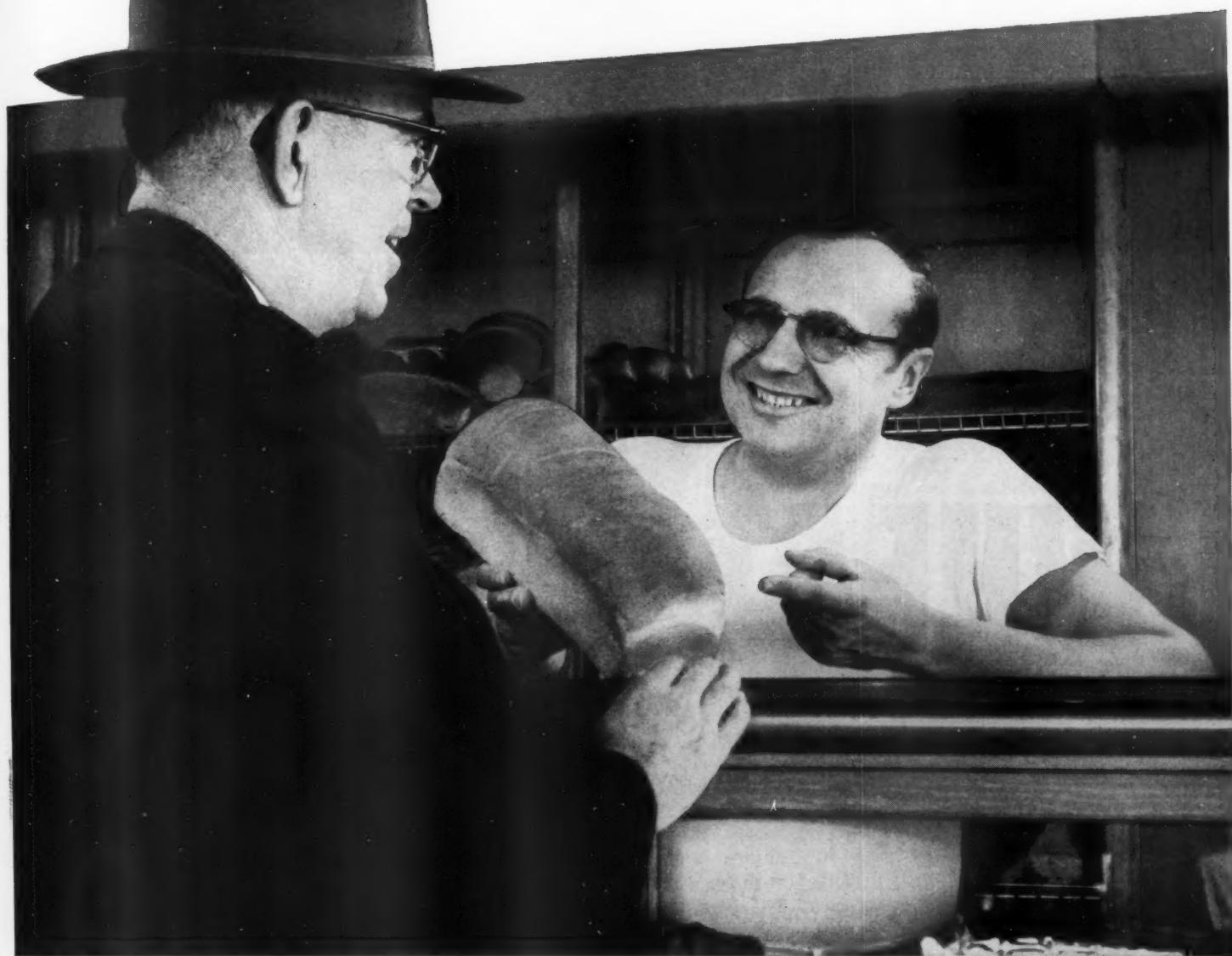
MILWAUKEE — Jack C. Guess, Kohls Food Stores, Milwaukee, was elected president of the Wisconsin Bakers Production Club at the recent annual meeting held at Alioto's Restaurant in Milwaukee.

Chris Andresen, Kappus Bakery, Inc., Racine, was elected first vice president; L. P. Kenney, L. P. Kenney Co., Milwaukee, second vice president; Alfred C. Hayden, Standard Brands, Inc., Milwaukee, secretary, and Walter Strehlow, National Food Stores, Milwaukee, treasurer.

Elected to the executive committee were: Vernon Bruss, Oswald Jaeger Baking Co., Milwaukee, and James P. Marheine, Heiss Baking Co., Oshkosh.

Clarence Ferrell, the Panipus Co., was guest speaker, and gave a timely and practical talk on yeast foods and fungal enzymes.

*"In the bakery business...
we know it satisfies!"*



John Lukach, Northbrook Bakery, Minneapolis, shows "Mr. American Farmer" where the story of "From Field to Flour" ends.

This is what King Midas has done: "From Field to Flour." A successful result of combining these methods; to buy the best quality wheat obtainable;

to process it with the most up-to-date milling equipment; to protect and maintain quality by scientific methods and milling experience; and the last and most important is to satisfy the bakers' needs.

Bakers both large and small know that this is the King Midas story that is enacted for them each day.

King Midas FLOUR MILLS
MINNEAPOLIS • MINNESOTA

*On the job
when it counts...*
AMERICAN NATIONAL
RED CROSS



1957 WINNER



and still champion!

NEBRASKA WHEAT

1957 acreage 99.6% "good to excellent"

Nebraska's 1957 wheat crop is in and varieties with "good to excellent" milling and baking characteristics constitute 99.6% of Nebraska's wheat acreage. Strong gluten varieties constituted 67.8% and mellow gluten varieties 31.8%.

Year after year, you can depend on quality-conscious Nebraska growers for wheat that produces flour which has adequate mixing time, proper mixing tolerance, high absorption, better baking performance, and improved loaf quality.

Always Pick the Champion ...

Nebraska Wheat

NEBRASKA GRAIN IMPROVEMENT ASSOCIATION
340 AGRONOMY BUILDING
COLLEGE OF AGRICULTURE, LINCOLN 3, NEBRASKA

Please send further information about the milling and baking qualities of Nebraska Wheat.

NAME _____ TITLE _____
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

NEBRASKA GRAIN
IMPROVEMENT
ASSOCIATION
LINCOLN, NEBRASKA



Cooperating with the College of Agriculture
and the Nebraska Wheat Commission.

Forum Speaker

Baking Industry Has Rosy Future In Los Angeles

LOS ANGELES—Retail bakers of Los Angeles County may reasonably expect an annual sales volume for the industry of approximately \$165 million by 1975 (1958 estimate: Approximately \$100 million), L. H. Fortin, president of Van de Kamp's Holland Dutch Bakers, stated at the ninth annual Bakers Forum conducted at the Ambassador Hotel, Los Angeles.

As keynote speaker at the first session of the forum, Mr. Fortin classified the retail baking industry as being comprised of individual bake shops, the multiple-unit type operation such as Van de Kamp's, bakery units owned and operated by supermarket chains, and house-to-house bakers.

Mr. Fortin, whose firm operates 310 retail outlets, mostly within supermarkets in six southern California counties, estimated that in the three prime marketing areas of the Southland, Los Angeles, Orange and San Diego, the population will grow from 7.1 million to 12.5 million by 1975. Los Angeles County itself will grow from 5.6 million to 9.1 million.

Five Areas of Growth

Looking to the future, Mr. Fortin described five specific areas in which there will be great population growth. In less than 20 years the San Fernando Valley area population will reach 1.4 million, the Pomona-Foothills area 1.3 million, the north Los Angeles County area of Palmdale, Lancaster, Newhall, Little Rock and Pear Blossom 1 million, Orange County 1.5 million, and the greater San Diego area 1.4 million.

The great growth which lies ahead for the baking industry poses the challenge of keeping pace with southern California's population, Mr. Fortin said. In Los Angeles County alone in the past three years, Van de Kamp's showed an increase of 52 bakery units, just keeping pace with county growth, or one bakery unit



STUDENTS TOUR GMI LABORATORIES—This demonstration of cake making was just one of several features of a recent tour of General Mills, Inc., facilities in the Twin Cities made by students of the Dunwoody Baking School, Dunwoody Industrial Institute, Minneapolis. Dunwoody students and staff members visited GMI's products control building, central laboratory, the Minneapolis mill, and the firm's new headquarters building, where they were luncheon guests. Among GMI's officials whom they met were W. A. Lohman, Jr., vice president and director

of sales; H. E. Hale, manager, bakery sales service; Dr. Paul E. Ramstad, technical director and central laboratory manager; F. C. Buzzelle, manager of products control, flour division; G. Moen, technical adviser of test baking and physical testing; E. V. Hetherington, assistant manager of products control, flour division; A. P. Marschewski, plant superintendent, Minneapolis mill; L. M. Odden, assistant plant superintendent; E. R. Falk, products control manager, Minneapolis mill, and O. A. Oudal, director of products control.

for each 25,000 population, he explained.

In projecting his company's plans for the future, Mr. Fortin said Van de Kamp's goal for 1975 is 355 units for Los Angeles County and approximately 500 in the three prime, populated areas of Los Angeles, Orange and San Diego, continuing the ratio of one unit for each 25,000 population.

The two-day Bakers Forum is presented by the Allied Trades of the Baking Industry of Southern California, Inc., to the bakers of the Southland to further the baking industry. The forum features product competition among the retail bakers, exhibits, and outstanding speakers.

—BREAD IS THE STAFF OF LIFE—

ADDRESS CHANGED

NEW YORK—Penick & Ford, Ltd., Inc., corn refiners for the ice cream, confectionery, paper and textile industries, announce a change of address. Effective April 21, 1958, the New York executive offices have been located at 750 Third Ave., New York 17, N.Y. The telephone number will be YUKon 6-4700.

Our brands have become identified with quality the world over. . . . Extensive experience with top-quality wheats from Montana, Idaho, Washington and Oregon milled in the largest flour mill on the West Coast means flours of consistent uniformity and highest quality.

ORIGINATORS OF THE EFFICIENT AND ECONOMICAL BULK-PAK FLOUR BIN

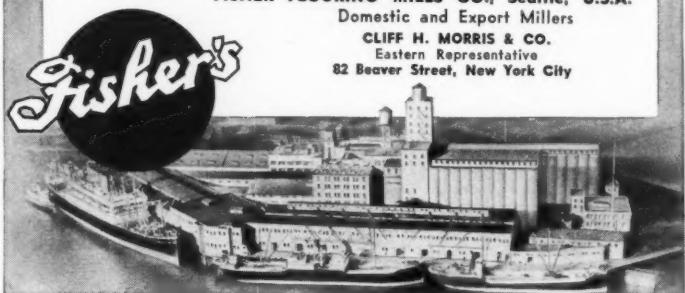
FISHER FLOURING MILLS CO., Seattle, U.S.A.

Domestic and Export Millers

CLIFF H. MORRIS & CO.

Eastern Representative

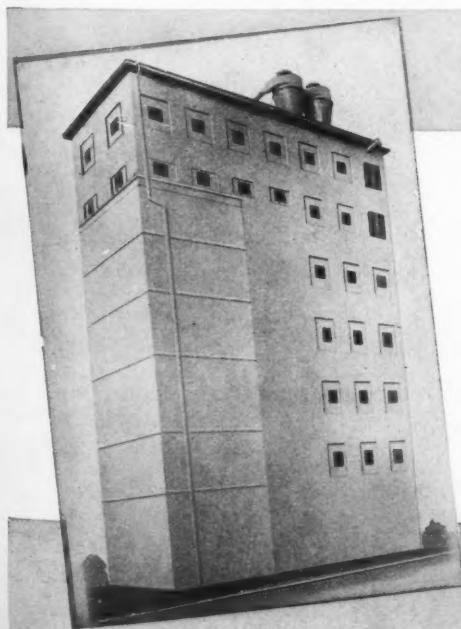
82 Beaver Street, New York City



J. F. IMBS MILLING CO. ST. LOUIS, MO.

Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 4,200 CWTS. SACKS



TODAY'S MODERN BULK FLOUR MILL

WEBER'S BULK FLOUR PLANT, pictured at the left, is an integral part of today's modern flour mill. The process of converting the milling industry from sacks to bulk requires modern bulk flour storage and handling facilities to replace the old sacked storage warehouse.

THE WEBER FLOUR MILLS CO.
SALINA, KANSAS

The Wafer with the Warranty **DO YOU KNOW** . . . ?



Only Roche* makes it.

It's **SQUARE**.

Roche originated it.

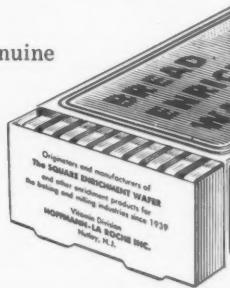
Roche guarantees it.



Roche engraves the Roche name on each wafer to make sure you always get the genuine square bread enrichment wafer guaranteed and made only by Roche.

Roche identifies each box of genuine Roche square wafers with the name Roche on each end of every box

Roche packs this printed warranty in each box of genuine Roche square wafers



*ROCHE—Reg. U.S. Pat. Off.



Look for the name ROCHE—your guarantee on the Wafer with the Warranty. Order from your yeast company salesman today.

VITAMIN DIVISION • HOFFMANN-LA ROCHE INC. • NUTLEY 10, NEW JERSEY

"ROCK RIVER" "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT
RYE
All Grades—From Darkest Dark to the Whitest White
—Specially Milled by the Blodgett Family—Since 1848
FRANK H. BLODGETT, Inc., Janesville, Wisconsin

Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement **TRUE** or **FALSE**, turn to page 34 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. In many modern bakeries, excellent bread is being produced without breaking up the sponge before adding flour and other ingredients for the dough.
2. There is no standard for fat content in "breakfast" cocoa.
3. A tough pie-crust will result when flour and shortening are rubbed together too much before the water is added.
4. To eliminate sinking in the center of streusel coffee cakes, they should be turned upside down on the cooling racks as they come out of the oven.
5. Bakers who make their own invert syrup usually use the following formula: 100 lb. granulated sugar, 33 1/3 lb. water and 2 oz. tartaric acid.
6. Milk solids in bread doughs decrease fermentation tolerance of the dough.
7. In order to obtain the same fat content, 10 1/4 oz. "breakfast" cocoa and 5 1/2 oz. shortening should be used to replace 1 lb. bitter chocolate.
8. In cake mixes containing fruit or nuts, cream of tartar should be used to prevent them from sinking to the bottom of the cakes.
9. If a four-hour straight dough is three degrees too warm when it comes out of the mixer, the fermentation time should be shortened by about 10 to 15 min.
10. The quantity of protein in a flour is no indication of its baking quality.
11. From 1/2 to 3/4% yeast is used in making soda crackers.
12. A better grain in bread with

out twisting can be accomplished by cross-panning the loaves.

13. Sponge cakes should be made with a good cake flour, not with a bread or hard wheat flour.

14. The addition of some invert syrup or honey to an icing will decrease the tendency toward sticking to the wrapper.

15. Butter has about 80% of the shortening value of lard or hydrogenated shortenings.

16. For retarded doughs, the temperature of the refrigerator should be from 38 to 42° F.

17. A long patent flour can be bleached to the same whiteness as a short patent flour.

18. Milk sugar (lactose) found in milk solids is about 16% as sweet as sugar (sucrose).

19. In order to make good Danish pastry, the dough should be mixed until the gluten is broken down.

20. When buttermilk is used in making bread instead of sweet milk, the fermentation is slowed down.

—BREAD IS THE STAFF OF LIFE—

NEBA to Meet

BOSTON—A one-day meeting of the New England Bakers Assn. will be held here at the Sheraton-Plaza Hotel May 22. The board of governors' meeting, to which all members are invited, will comprise the business session. Following the meeting there will be a cocktail party and dinner, to which allied tradesmen will be invited as guests of the association. Allied invitations will be limited to one person from each member firm.

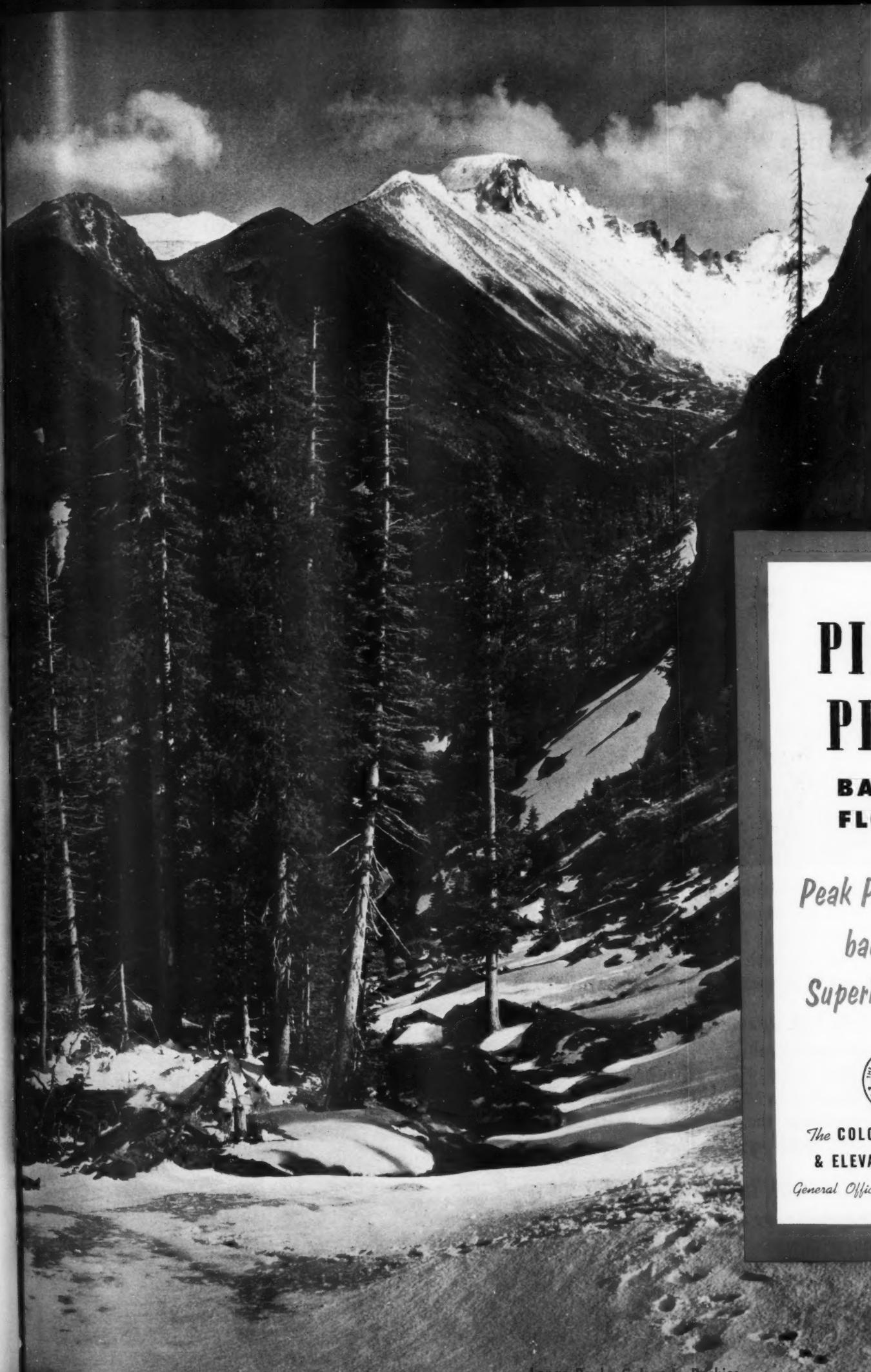
POLAR BEAR FLOUR IS KING



The NEW ERA MILLING CO. ARKANSAS CITY, KANSAS

We aim to build enduring business relationships with our customers. Such relationships must be based on quality and good faith . . . and both of these are basic fundamentals in the operations of this company.

FOUNDED BY
ANDREW J. HUNT-1899



Longs Peak—Colorado Rockies

PIKES PEAK

BAKERY
FLOURS

*Peak Performance
backed by
Superior Service*



**The COLORADO MILLING
& ELEVATOR COMPANY**
General Offices: Denver, Colorado



Philadelphia Bakery Moves Step Nearer Full Automation With Wrapping Machine

PHILADELPHIA—The Tasty Baking Co. of Philadelphia is testing a specially designed, small cake wrapping machine, another step in its automation program which began in 1952. Although details of the new machine have not been disclosed, due to its experimental nature, it is reported that the process will further reduce production time that has already been greatly cut from former schedules.

The estimated cost of the wrapping machine is \$80,000. It has taken several years to develop, and if tests continue to prove successful, it will be the first in a series of wrapping machines built by Tasty. The company eventually will extend automation to all its departments, including administration and accounting.

Specially-designed automated production equipment at Tasty results from the need to meet a very tight



PRESIDENT'S CUP—C. M. McMullan (second from left), manager of the Winchester (Va.) plant of Southern Bakeries Co., is shown receiving the first annual "President's Cup" for managerial efficiency in 1957. The presentation was made by President Ogden A. Geilfuss, second from right, during the company's recent annual sales conference in Atlanta. One of Southern's senior plant executives, Mr. McMullan joined the company in 1932 at Charlotte. He has been in charge of Winchester operations since 1936. Also shown in photo are: Charles R. Loyd, left, general sales manager, and J. O. Shuford, right, vice president and treasurer.

LOCATED **BEST** IN THE ENTIRE MIDWEST!

The BEARDSTOWN
MILLS CO.



Shipments from the Beardstown Mills to you are faster because they have fewer terminals — fewer congested gateways through which to pass. You benefit in savings of time and money!

LOCATED **BEST** FOR SPEEDY SHIPMENTS, TOO!



Located ideally to receive wheat from *all three* major wheat producing areas, The Beardstown Mills can select from districts producing the finest wheat suitable for milling the *very best flour!*

QUALITY CONTROL IS THE WATCHWORD

... throughout every step of the milling operation!

the Beardstown Mills Co.
BEARDSTOWN, ILLINOIS

Producers of Spring, Hard and Soft Wheat Flours since 1875

baking-shipping schedule. The company produces 10 varieties of small packaged "Tastykakes" and 6 varieties of small "TastyPies," which it distributes to food outlets in an eight state area. Prior to automating production and shipping lines, it took up to 12 hours for a complete baking cycle from the time the batter was poured into molds until the cakes were packed for shipping. Now, with automation, it takes, in some cases, only 45 min. for the entire baking-to-shipping cycle, a saving of up to 11 hours and 15 minutes.

Goal for 1960

Up to now, the cost of this modernization has been \$2.5 million, and it is expected that another \$2 million will be spent by 1960, when it is hoped that the company will have a completely integrated system of automation.

The equipment which has been installed includes power conveyor belts for speeding finished cakes to the shipping department, spiral chutes for moving packed cartons to the ground floor loading areas, and portable conveyors which enable trucks to be loaded within five or six minutes.

Production of "Tastykake" varieties, since operations have been automated, is handled in the following manner:

Batter which has been blended to exact specifications flows through a network of special piping to electrically-heated and controlled automatic baking ovens, where the batter is poured into special cake molds. Within minutes cakes emerge from the ovens. From this point the cakes move on endless belts to the point where they are iced, sliced or filled, then through the packing department where they are wrapped and packed.

The production of "TastyPie" is also automated to a great degree. Fruit, cooked to specified recipes, is poured into pie shells. As the pies emerge from the ovens, they are cooled and then packed in individual boxes.

Mechanization continues in the packing and shipping departments. Boxes, containing six packages, are placed on a moving belt and transported to another section of the packing department where they are packed into corrugated-board cartons. These are placed on a belt which takes them to an automatic

sealing machine. Following this operation, the cartons drop into a huge spiral chute and flow down to shipping.

On the ground floor a reduction of time has been effected in the shipping department. Here the packed cartons move onto free roller conveyors where workers are ready to move them to the truck loading area.

In addition to these innovations, numerous other changes have been made for greater efficiency. Small, battery-operated hand trucks have replaced manually-operated carts. Large fork lift trucks are employed in transporting loaded pallets. Prior to installation of spiral chutes and powered conveyors, workers were faced with the job of returning hundreds of hand trucks to production areas, which jammed freight elevators until the shipping department floor was cleared of all rolling equipment. The new method of speeding cakes to shipping has eliminated a serious shipping bottleneck.

This automated process enables Tasty to maintain a high rate of baking production, and to deliver baked foods at the peak of freshness in less time.

Paul R. Kaiser, Tasty's president, states, "The baking industry must gear itself to the swiftly-moving pattern of consumer attitudes and desires in order to maintain its position in the food industry. The founders of Tasty Baking Co., Philip J. Baur and Herbert C. Morris, established a philosophy 43 years ago which is based on the belief that there is no easy route to quality baking. You begin with premium ingredients; use the best equipment you can obtain; hire skilled technicians, and never compromise on product standards. We have never deviated from this philosophy."

"We shall continue to bake better products, by automating our operations in depth in order to attain the highest degree of quality control and efficiency possible," concluded Mr. Kaiser.

—BREAD IS THE STAFF OF LIFE—

PITTSBURGH FROLIC

PITTSBURGH—The 14th annual frolic of the Pittsburgh Production Men's Club is scheduled to be held at the Chartiers Country Club here May 14. William Giltenboth, Pittsburgh Flour Co., is chairman.



For better pie—

for more sales—use Fleischmann's Frozen Fruits

Fleischmann freezes only fruit which meets rigid baking specifications established by The Fleischmann Laboratories. That's why Fleischmann's Frozen Fruits retain true fruit flavor and color to

produce better pies every time. Pie fillings made with Fleischmann's Frozen Fruits have that "special" appetite appeal that means satisfied customers for you . . . and repeat business.

Consult your Fleischmann man about additional benefits you can get—in Merchandising aid and Production help.

Fleischmann is First 
...in frozen fruits for bakery needs

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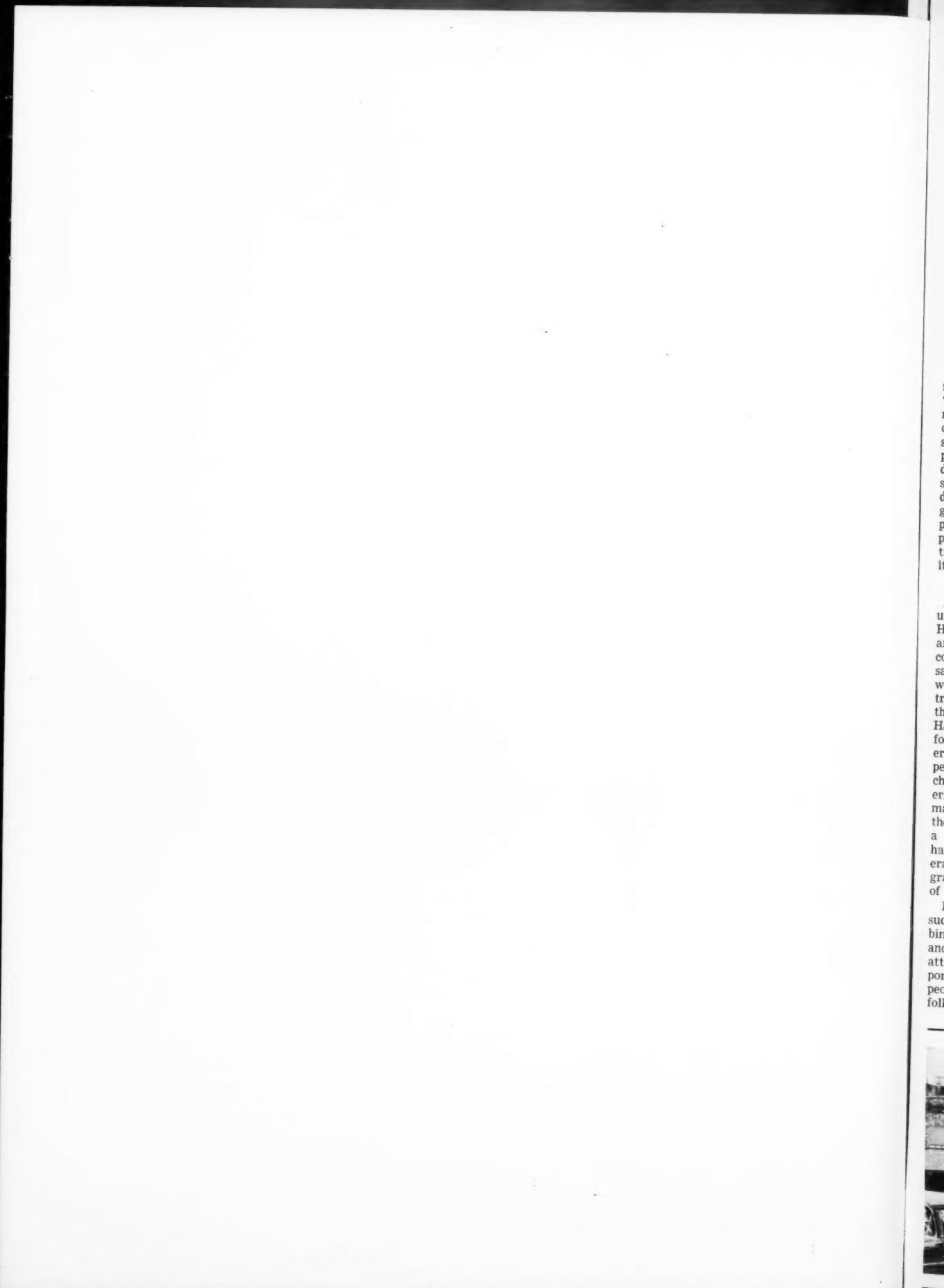
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Speaker Discusses Plant Production, Bakery Personnel

CHICAGO—Glenn E. Hargrave of the Paniplus Co. was guest speaker at the April meeting of the Chicago Bakery Production Club. According to Mr. Hargrave, approximately 60% of the total cost of operating any bakery is under supervision of the production superintendent. This includes ingredient cost, shop labor, wrapping labor and supplies and maintenance of expensive equipment in good working order. Also, the reputation of the bakery depends on constancy of uniform and high quality baked foods under the supervision of the production superintendent.

"Every business must make a profit to exist," said Mr. Hargrave. "Those working in a successful business must operate as a team. Everyone in the organization should be sales minded, because he really is a part of sales. A bakery salesman must depend on production for high quality standards, uniformity of product from day to day, competitively priced goods, high sanitation standards, and proper packaging. The production department should strive for perfection. Although it may never reach it, it will show progress."

Consumer Acceptance

"The production man holds the reputation of the bakery in his hands. He must maintain high quality standards for his products in order to have consumer acceptance. After the first sale, family acceptance of a product will produce repeat sales. This is true selling," Mr. Hargrave reminded the group. The production man, Mr. Hargrave continued, is responsible for the maintenance of expensive bakery equipment. He must seek the best performance possible from his machines. He must also be able to properly instruct those who operate these machines. He must "get across" to the people who do the jobs. Therefore, a successful bakery operation will have: (1) Standards set for every operation; (2) A thorough training program for employees; (3) A check list of every operation.

Mr. Hargrave told his audience that success of a company depends on combined efforts of management, sales, and production. Workers and their attitudes and behavior are very important for team work. Workers are people who respond favorably to the following (given in order of import-

WANTED



DISGRUNTLED DADS

who want truly fresh,
mouth-watering baked foods
served at every meal

EYE CATCHER—Chapman & Smith Co., Inc., Rolling Pin Square, Melrose Park, Ill., has created a new series of posters to help retail bakeries bring in store traffic. In the initial "Wanted" series of posters a humorous approach to the problem of arousing consumer interest is obtained by the use of a familiar device. Other posters in the first series picture children and mothers. All emphasize the need, and availability at hand, of nutritious baked foods. Posters are available without obligation from Rolling Pin salesmen, or upon written request to Chapman & Smith.

ance according to recent studies): (1) Proper appreciation of work the man is doing; (2) Like to feel they are a part of the company; (3) Sympathetic help on personal problems; (4) Job security; (5) Wages.

"Knowledge is power only when it is put to practical use," Mr. Hargrave concluded.

—BREAD IS THE STAFF OF LIFE—

NUTRITION NEWSLETTER

WILMINGTON, DEL.—The first issue of "Nutrition and Health," a monthly summary of current developments in the field of nutrition, was published in April by the Du Pont Co., whose interest in nutrition stems from its research into amino acids, the building blocks of protein. Decision to publish "Nutrition and Health" was made after a survey disclosed a need for a brief and informative newsletter on nutrition.



TRAFFIC STOPPER—Baker Perkins, Inc., recently loaded four steel flour bins, as pictured, on trucks and hauled them across the city of Saginaw, Mich., under special police escort. The bins, each weighing nearly 8 tons, each capable of holding a freight car load of flour, now form the basis of bulk plant automation at the Gase Baking Co., Saginaw. Within the next few months the 26-ft.-high bins will be surrounded by a specially designed building to keep the air in the immediate area properly conditioned and to allow the bulk flour to flow freely.

Country-Milled from Country-Run Wheat located in the heart of America's foremost wheat producing section.

INDEPENDENT OWNER MANAGED

The
WALL-ROGALSKY MILLING CO.
- MCPHERSON, KANSAS -

SPRING WHEAT FLOURS

RED WING SPECIAL BIXOTA CREAM of WEST

PRODUCE BREADS WITH TASTE APPEAL

THE RED WING MILLING CO.
RED WING, MINNESOTA

Wheat Washed with Our Own Artesian Well Water.
Flour Tested and Baked in Our Own Laboratory.

Be Proud of Your Job,
as We Are of Ours, for

**"Bread is the
Staff of Life"**



GIBRALTAR

Flour

KANSAS BEST

Flour

The Consolidated Flour Mills Co.

"In the Heart of Kansas"

Wichita, Kansas

Ringing the Baker's Doorbell

George R. and Albert W. Lantz recently sold the plant facilities and fixed assets of Lantz Bros. Baking Co., St. Louis, to Interstate Bakeries Corp. of Kansas City.

The Worth While Bakery in Louisiana, Mo., was recently sold by own-

er George Spanos to Charles Ulry, owner of the Dixie Creme Donut Shop in the same city.

Prax Bakery, Fairfax, Minn., has been moved from its old location on W. Main St. to new quarters on E. Main.

Sweetheart Bakeries, Inc., has opened a distribution center in Grafton, N.D. Harold Moore is in charge.

Bowman's Bakery, Albuquerque, N.M., has been purchased by Mr. and Mrs. Phillip Meyer, formerly of Australia.

Raymond Streussing, formerly associated with a bakery in Saginaw, Mich., has purchased Murphy's Bakery in Bad Axe, Mich., from Mr. and Mrs. Ted Murphy.

The Hi-Klas Pastry Shop has been opened for business in Batesville, Ark., by Mr. and Mrs. Ernest Waltrip.

Since the death of her husband, Mrs. Charles Pemberton has taken over operation of the Pemberton Bakery at Oklahoma City, Okla.

The Dennos Donut Co., Oklahoma City, Okla., has opened a new retail outlet at 7600 N.W. May St., Oklahoma City.

The Pine River (Minn.) Bakery, now reopened after completion of a remodeling program, recently observed its 10th anniversary with an open house.

The Rohweder Bakery at Lake Preston, S.D., has been purchased from its former owners, Mr. and Mrs. John Rohweder, by Arthur Peters, formerly of Huron and Wessington Springs, S.D. The name has been changed to the Lake Preston Bakery.

Remodeling and expansion of the Dassel (Minn.) Bake Shop were recently completed, including the conversion of a storage room into usable working area.

Mr. and Mrs. Ken Stewart of Humboldt, Iowa, have purchased the Bricelyn (Minn.) Bakery from Lester Lund, and expect to be open for business early in May. Mr. Lund will move to Blue Earth, Minn., where he also operates a bakery.

Mr. and Mrs. Frank Cole, owners of the Renville (Minn.) Bakery, recently sponsored an open house to celebrate completion of a remodeling and redecorating program.

A new bakery and coffee bar, the Rolling Pin, has been opened in Rapid City, S.D., by Mr. and Mrs. Herbert Rabe, formerly of Edgemont, S.D., where they operated a bakery for 15 years.

A new front and entry way were recently completed at the Smith's Bakery in Dodge Center, Minn. The owners also plan some decorating and installation of new display cases.

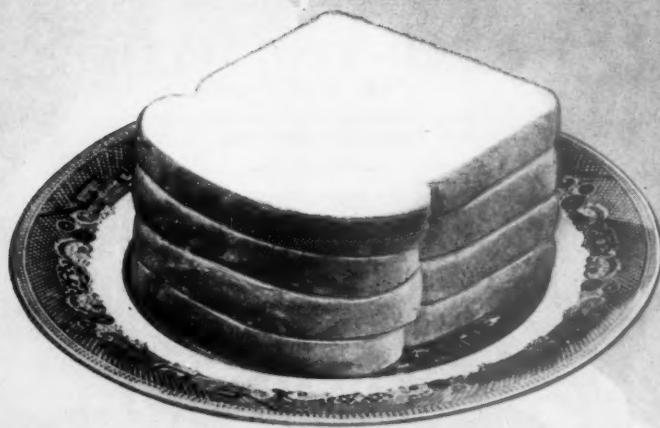
Mrs. Ann Anderson, owner of the Cherokee's Pastry Shoppe in West St. Paul, Minn., has opened a second store, Ann's Pastry Shoppe, in that community.

Mr. and Mrs. Don Gillund, formerly of Granite Falls, Minn., have purchased a bakery at Hendricks, Minn.

Plans have been announced by Mr. and Mrs. Einar Olson to open a new bakery soon in Storm Lake, Iowa.

Gerald Hodkinson, an employee of

FROM OCEAN TO OCEAN
IT'S WYTASE BREAD



Because it's
SOFTER
WHITER
BETTER FLAVOR
STAYS FRESH LONGER

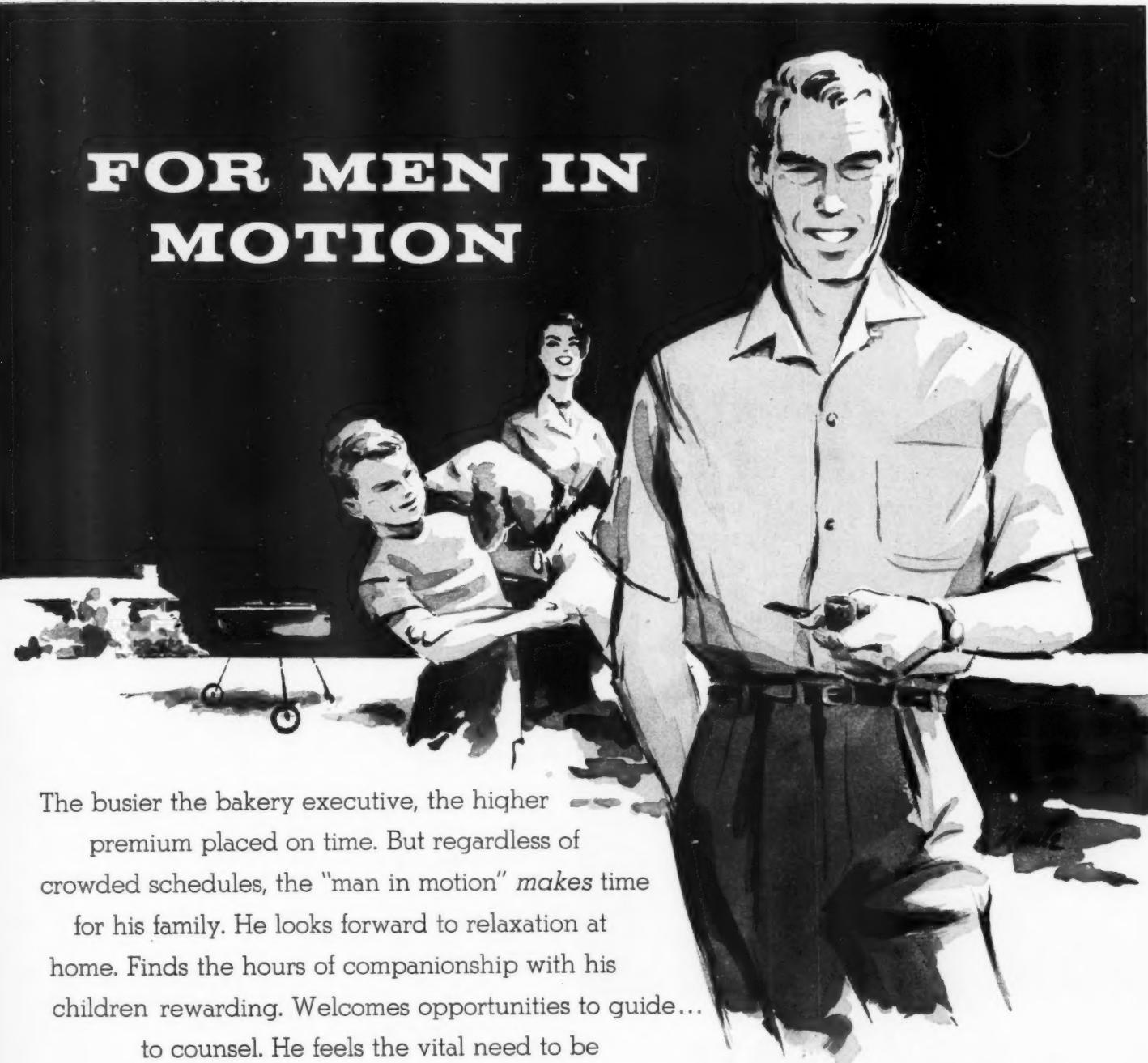
Preferred WHITE BREAD
made with **Wytase**
DOUGH WHITENER

REG. U. S. PAT. OFF.
WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening and conditioning the dough.



J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois

FOR MEN IN MOTION



The busier the bakery executive, the higher premium placed on time. But regardless of crowded schedules, the "man in motion" makes time for his family. He looks forward to relaxation at home. Finds the hours of companionship with his children rewarding. Welcomes opportunities to guide... to counsel. He feels the vital need to be

as successful a parent as he is a businessman. And in baking, the "man in motion" knows that success depends upon the top-quality, *uniform* baking promised by Drinkwater Flour.

MORE SOUTHWESTERN BAKERS HAVE USED DRINKWATER FLOUR FOR MORE YEARS THAN ANY OTHER BRAND

DRINKWATER FLOUR

Morten Milling Company, Dallas, Texas

A Division of Burrus Mills, Incorporated



the Home Bakery at **Rochester, Minn.**, for 10 years, has been promoted to production manager.

•
Springs Bakery at **Wessington, S.D.**, is now under the management of Robert and Dudley Short.

•
Mr. and Mrs. Paul R. Gibb have opened a new bakery in **West Des Moines, Iowa**.

•
Hol-N-One Donut, Inc., **Oklahoma City, Okla.**, has been chartered, with a capital stock of \$25,000. Incorporators are G. L. Williams, Morrison Cottingham and Dewayne Hays, all of Oklahoma City.

•
U.S. Patent No. 2,827,378 was issued March 18, 1958, to Elmer F. Glabe, Chicago, Ill., assignor to Food Technology, Inc., Chicago. A method of making bakery products from fermented doughs which comprises incorporating with the baking mix a hydroxylated phosphatide intimately mixed with a starchy polysaccharide, forming a fermented dough from the

resultant mixture, and baking said dough.

•
Bilsky Bakeries, a retail chain in **Cleveland, Ohio**, recently took over a \$1,000 restaurant route from Kaase's, a multiple-unit operation. This represents the firm's entrance into the wholesale baking field. Bilsky has operated five retail shops on the east side of Cleveland. Joseph Eichner and Louis Kay, both of New York, purchased Bilsky's in January of 1957.

•
Harris-Boyer Co., **Johnstown, Pa.**, baking firm, has purchased Musser's Bakery, Inc., **Somerset, Pa.** The bakery had been developed into a wholesale and retail business with nine routes in parts of three southwestern Pennsylvania counties.

•
The Community Bake Shop has opened a branch in **Sheridan, Pa.**

•
Small Business Administration loans were recently approved for the following: Ven Meter, Streeter & Co., **Fergus Falls, Minn.**, \$250,000; John-



GUEST LECTURERS AT FSU—The Department of Baking Science and Management at Florida State University, Tallahassee, recently invited several prominent baking industry executives to lecture before its Bakers Club seminar. Here, taking a coffee break, are, from the left: Dr. L. A. Rumsey, department director; Ralph Gaylord, General Mills, Inc.; J. M. Albright, American Bakeries Co., Chicago; J. M. Albright, American Bakeries Co., Atlanta; Paul Kamman, American Bakeries Co., Chicago; Dr. E. G. Bayfield, FSU, and E. T. Fields, FSU Bakers Club president.

son Baking Co., **Elk City, Okla.**, \$10,000; Per-Al's Cheesecake, Inc., **Los Angeles**, \$15,000.

•
A bakery to supply baked foods to all stores in the chain owned by Evans Grocery Co. has been opened at **Gallipolis, Ohio**. The bakery will have 10,000 sq. ft. of space and will employ 25 persons. The cost of construction has been estimated at \$175,000.

•
Louie V. Delorie has been appointed sales manager of Gai's French Bakery, **Seattle, Wash.**

•
The Mary Lee Do-nut Shop has been opened at 611 E. Fourth St., **Beardstown, Ill.**, by Harold Wells.

•
The Northgate Shopping Center at Seattle celebrated its first birthday recently with a 15-ft. cake baked by the Bon Marche Bakery. The cake consisted of 15 tiers 15 ft. high and weighed 540 lb., with white frosting and spring flowers. The cake was made by bakers LeRoy Miller and Mrs. Laura Sieze who worked 250 hours preparing it.

•
A Federal Bake Shop was recently opened in **Charleston, W. Va.**, the first in that city. William Gilbow is manager.

—BREAD IS THE STAFF OF LIFE—

**R. M. Titus, Jr.,
To Head Spaulding**

BINGHAMTON, N.Y.—Rexford M. Titus, Jr., is the new president of Spaulding Bakeries, Inc. A grandson of the founders of the 62-year-old firm, he succeeds Bernard S. Budny, who had headed the firm since May of 1955.

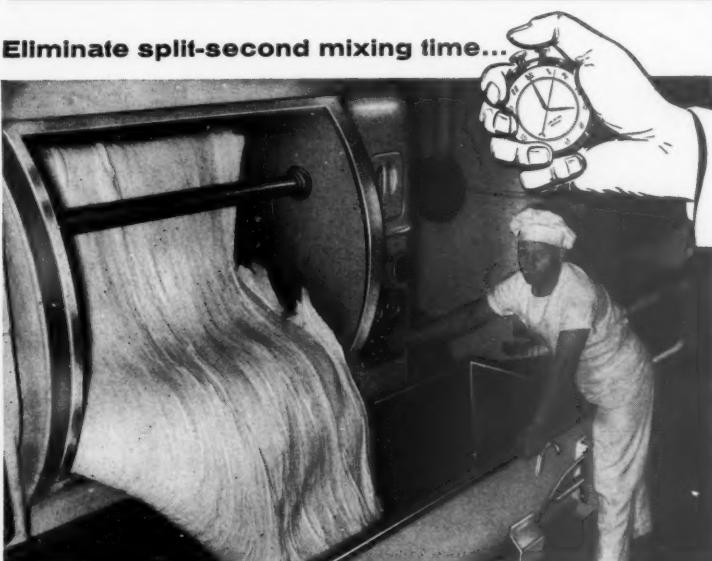
—BREAD IS THE STAFF OF LIFE—

New Vice President

CHICAGO—Henry P. Montminy has been named a vice president of Chicago Metallic Mfg. Co. Mr. Montminy has been associated with Chicago Metallic since 1950, and will remain in charge of the company's eastern division, in addition to his new responsibilities. His offices are at 20 Providence St., Boston. Announcement of his appointment was made by Jerome H. Debs, president.

Mr. Montminy is a past vice president of the American Society of Baking Engineers and is, at present, a director of the Boston Bakers Club.

Eliminate split-second mixing time...



use **BAY STATE** "Quality Controlled" Flour

Wide mixing tolerance is inherent in Bay State "Quality Controlled" Flours. Without split-second timing, you obtain the utmost in loaf volume, grain and body. Try Bay State Flour with assured mixing tolerance and see the difference!

MILLERS OF



EXCLUSIVELY FOR BAKERS

BAY STATE MILLING COMPANY

General offices, WINONA, MINN.

LEAVENWORTH, KANSAS

Missouri Bakers Planning Outing

KANSAS CITY — The Missouri Bakers Assn. has announced plans for its annual "Bakers Holiday" to be held Oct. 13-14 at Kirkwood Lodge, Osage Beach, Mo.

Active in planning this annual fall outing for bakers and allied men are Sam Pasternak, Cake Box Bakers, Kansas City, association president; Walter J. Kuckenbecker, Red Star Yeast & Products Co., Kansas City, chairman of the entertainment committee, and George H. Buford, Flour Mills of America, Inc., Kansas City, association secretary.

Reservations may be made directly with Bill Hagadorn of Kirkwood Lodge at \$10 a person, Mr. Pasternak said.

Dependable Spring Wheat Flour

**CORNER STONE ★ OLD GLORY
CHIEFTAIN ★ GOODHUE**

Bulk or Sack Loading

LA GRANGE MILLS

RED WING, MINNESOTA

"Golden Loaf" That's Our Brand

The Flour with the Doubt and Trouble left out

TENNANT & HOYT COMPANY
Lake City, Minn.

Miner - Hillard Milling Co.

WILKES-BARRE, PA.

Manufacturers of
CORN FLOUR - CORN MEAL
CORN SPECIALTIES

CAHOKIA FLOUR CO.

ST. LOUIS, MO.

The Williams Bros. Co.

Merchant Millers KENT, OHIO, U.S.A.

Millers of Soft Winter Wheat.
We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

UNIFORMITY is the Answer

**UNIFORM MILLING MEANS
UNIFORM BAKING**

Chances are you, too, have discovered that a quality product is the surest . . . and cheapest . . . way of competing for the consumer's food dollar.

To assure you of quality baked goods, Midland Flours are milled in accordance with exacting techniques. From preliminary crop surveys through actual milling processes, scientific controls eliminate all guess work and chance . . . assure you of absolutely uniform baking results.

Because there can be no compromise with Midland's unvarying standards, you obtain greater production savings and baked goods with increased sales appeal.

It's just good business to use uniform-milled flours by Midland.



**Town Crier
FLOUR**

UNIFORM-MILLED FLOURS BY
THE MIDLAND FLOUR MILLING COMPANY
NORTH KANSAS CITY, MO.

Four separate milling units at the same location 4

- ... to serve bakers with
- 1 SPRING AND HARD WINTER WHEAT FLOURS
 - 2 SOFT WHEAT FLOUR FOR CAKES, COOKIES, CRACKERS
 - 3 RYE FLOURS
 - 4 WHOLE WHEAT FLOURS



FROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

ECKHART MILLING CO.

CHICAGO, ILLINOIS

Sales representatives in: BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, CINCINNATI, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, NEW ORLEANS

AIB Class Moves To Advanced Work

CHICAGO—After 10 weeks of intensive classroom and laboratory study, the 43 students enrolled in the course in baking science and technology at the American Institute of Baking recently moved into the large bread and sweet goods bakeries for 10 weeks of full-scale production.

Previously, the students were engaged in laying foundations of actual baking work by learning the basic principles of chemistry, mathematics, maintenance, and sanitation. They will now put their knowledge into practice in the up-to-date bakeries of AIB's school of baking.

Their classroom and shop work is designed to keep them abreast of the latest processes and equipment in the bakery, as well as giving the basic knowledge needed to up-grade themselves in the baking industry.

Applications are now being received for Class 74 of the 20-week course in baking science and technology at the institute. For further information, or to obtain application blanks, contact Registrar, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

BREAD IS THE STAFF OF LIFE

Bread Company Sold

SEATTLE—The Tacoma Bread Co. has been purchased by the Hansen Baking Co. of Seattle. Tacoma Bread had been owned by the Manthou family. Diamond and Matt Manthou, brothers, will continue as employees of the Hansen organization, according to Richard D. Hoyt, general manager of the Seattle bakery firm. The Tacoma plant, closed for renovation, will be opened on completion of modernization as a division of the Hansen Baking Co. In the meantime, distribution of the full line of Hansen bakery products throughout the Tacoma and Olympia areas will be handled from Seattle. Al Wilkinson, former supervisor of sales for the Jordan Baking Co., Tacoma, has been named by Mr. Hoyt as divisional and sales manager at Tacoma.



FRUIT BREAD — Pillsbury Mills, Inc., is now test marketing a new product, formulated "fruit bubbleberries" in assorted flavors, through the Claussen Baking Co. in Georgia and South Carolina. "Bubbleberries" are adaptable to almost every type of bakery product and come in several flavors—orange, cherry, lemon, lime, pineapple and blueberry. Claussen's is using the new product in a fruit bread, which is reportedly gaining popularity with children. Bakers wishing more information are advised to write to Fruit Products, Pillsbury Mills, Inc., Minneapolis 2, Minn.

Pillsbury Host For Student Tour

MINNEAPOLIS — The staff and students of Dunwoody Baking School, Dunwoody Industrial Institute, Minneapolis, were recent guests of Pillsbury Mills, Inc. The group went first to the products control department and bake shop, then through the Pillsbury A mill where guides explained the functions of the various machines. The group then went to the Minneapolis Grain Exchange to observe the purchasing and selling of wheats and other grains.

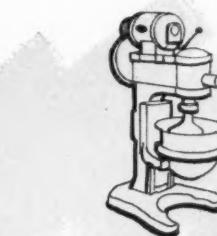
George Wilkins, secretary of the exchange, explained to the group how various grains are purchased and sold.

After lunch students met at the Pillsbury Auditorium. Edwin A. Larson, bakery flour sales manager, acted as master of ceremonies. He introduced Harry D. Kreiser, manager of sales and merchandising, bakery products division, who welcomed the group. George B. Wagner, entomologist and director of the economic biology department, discussed sanitation in flour mills and bakeries.

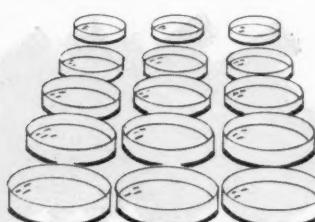
J. C. Thompson, director, Minneapolis flour quality control, spoke on "Flour Types for Baking Perform-

ance." A film entitled "New Horizons in Baking" was shown.

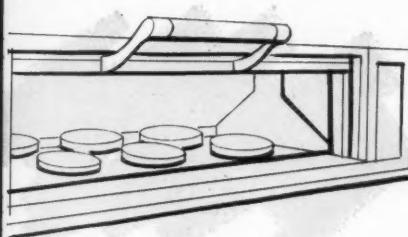
William Ogilvy of the bakery products control and service department, gave a talk on the "Future of the Baking Industry." He brought out the wonderful opportunities for young men entering the industry, and explained that even though students may go through a baking school, it is necessary to read the trade journals, attend conventions and to attend bakery demonstrations. When the group was ready to leave each was presented with books on breads, cakes, pies and cookies.



DURING MIXING—Just enough gas released to facilitate scaling and depositing of batters



ON THE BENCH—Relatively inactive for minimum gas loss

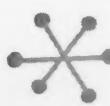


IN THE OVEN—Steady regulated action

Multiple-acting Fleischmann's Baking Powder produces regulated leavening action...for excellent volume with finer grain and better texture.

That's why, with Bakers—

FLEISCHMANN is First



Consult your Fleischmann man about the additional benefits you can get...in Merchandising aid and Production help.





The baker's order moves fast—usually by phone—to the nearest Pillsbury District Office. Here the order is analyzed according to the baker's flour specifications. Then the order is forwarded to the *nearest* Pillsbury plant that mills the particular kind of wheat used in that flour. Pillsbury, with coast-to-coast milling facilities, gives the baker exactly the kind of flour he specifies... at the greatest savings to him. What's more, Pillsbury Bakery Flours uniformly meet these specifications, *delivery after delivery*—thanks to the exacting tests of the Quality Control Department.



Pillsbury pioneered in leasing airslide bulk-handling cars. This is important because it means the special car (loaded with 95,000 lbs. of flour) can be routed via any railroad line, anywhere in the country. This modern service is available on request to any baker who has the necessary flour storage facilities. Other methods of flour handling are continually under study at Pillsbury. And efficiency of distribution is an everyday watchword. No matter where a baker is located, he can get the flour that meets his exact specifications at the lowest possible cost... delivered via the route he requests.

What sells baked foods? (NO. 4 IN A SERIES)

IT COSTS ABOUT $\frac{1}{3}$ ¢ A LOAF TO SHIP FLOUR 1000 MILES

Pillsbury's distribution efficiency helps bakers
provide the nation's Best Buy in Food

Enriched bakery bread is one of today's greatest food bargains. One reason: Flour, the principal ingredient, is now milled and distributed more efficiently than ever before in history.

Shipping costs, nevertheless, are a major expense item . . . making the story of flour distribution important to every baker who competes for the housewife's dollar.

The story starts . . . as did civilization itself . . . with men working in a field of grain. The wheat moves along to market to the accompaniment of a train whistle cutting the quiet of the Western plain. The tempo quickens in the pounding rhythms of the flour mill . . . and then settles down to the steady clicking of the rails as the finished flour moves through the night to bake shops in every part of the land. *At a cost of only $\frac{1}{3}$ of a cent per one-pound loaf per 1000 miles!*

From all parts of the U.S. orders flow smoothly into transportation offices in each Pillsbury Mill. They are processed and passed on to mill supervisors for production and loading. The bakers' wishes are followed as to delivering railroad line and the cars are sent on their way. Pillsbury recognizes the great importance of distribution today. It was the first mill to place a vice president in charge of transportation. This department has a noteworthy record of leadership in developing new ways to ship flour, improving handling methods and working out shipping practices and rates with railroads and the Interstate Commerce Commission.



Strategic location of the 11 Pillsbury Mills provides better flour blends and mixes at lower average cost to bakers in every part of the country. Some of these mills are near good sources of supply for choice hard wheat. Others are in the heart of the soft wheat country. The best flour blend for each bakery purpose is produced in the mill where the job can be done most efficiently . . . and the baker can get the variety he needs from one dependable source, produced to exact specifications.



... your partner in building sales!
Pillsbury Mills, Inc., Minneapolis 2, Minnesota

Bakers Advised to Mechanize Output Of Sweet Goods to Meet Competition

When profits from sweet goods are mentioned, remember that strict cost accounting should be done on each item regardless of the size of the plant. Each item must carry its fair share of all fixed, semi-variable and overhead expenses. The old idea that "the men have to finish out a shift," or "the rent is paid anyway," or that "the oven is hot so forget those expenses," is entirely false and can lead to disastrous consequences. This is dangerous rationalizing for any operation. Stop to see if the time, space and effort expended on your sweet goods can be spent more profitably on other items. Certainly, you will want to have sweet goods to round out your line, but your cost accounting may show that it is not profitable to make them. If this is true, then mechanization to save time, space and efforts may be the answer. Often a small or medium size baker will spend more money and space on a few packages of sweet goods than he

does for all of his bread production.

A good coffee cake should contain from one-third to two-thirds filling by weight to the weight of the dough. Fillings should be fresh and moist; the proper consistency will eliminate sogginess in the finished product. A variety of fillings is an easy way to increase the over-all variety of your line. Good sweet rolls or coffee cakes are a combination of good doughs, good fillings and good toppings. These three parts of sweet rolls must be in harmony. Good fillings or toppings will not cover up or compensate for poor quality doughs, and vice versa.

When discussing dough and filling formulas, we believe a product should never be tailored quality-wise to fit a price. Make a good product, and then have the courage to price it correctly. If you are in the market where the price is largely set by competition, bake the best quality you have the know-how to produce, and then adjust the size to correspond to your

EDITOR'S NOTE: This article is a summary of the main points of improving the sweet goods production of both large and small bakeries, as outlined by LeConle Stiles, Jr., of the Ruth Ashbrook Bakery, Seattle, before the 34th annual meeting of the American Society of Bakery Engineers. Mr. Stiles opened his report by emphasizing several points regarding a successful sweet goods operation: (1) To beat competition, particularly from other than baked foods, bakers must concentrate on better quality, greater variety and more attractive packaging; (2) Mechanization can help solve this problem of competition, and (3) Mechanized sweet goods production can provide the baker with a product that will be attractive and unique enough to "stop the shopper." He then proceeds to explain the details of automating a sweet goods operation.

price. This practice has worked well for us, and we are convinced it will work for you.

Keep your flavors tantalizing and when testing your products, make sure that 12, 24, or 48 hours have elapsed so that you are testing at the same time your customers will be eating them.

Check Flavors

Consumers are less apt to tire of sweet goods if they contain no strong flavors. One of the most important things to remember is the choice of proper ingredients and the use of them in sufficient quantities. There is no substitute for good ingredients well fermented and properly baked. Do not try to use one standard flavored dough for all your production. When using a tasty filling, cut down on the dough flavor or perhaps eliminate it entirely, because the benefit of the filling will be lost if it is dominated by a strong dough flavor. Remember, there is no better flavor in the world than is produced by generous amounts of good ingredients.

Another factor that can contribute to good eating of sweet yeast goods is to vary the flavor of your icing by adding approximately 2 oz. of different flavor with the vanilla normally used in 100 lb. of icing sugar. This will impart something very appealing but hard to describe.

As in no other product in the bakery field, quality in sweet goods is easy to recognize even when surrounded by cellophane. Bakers must determine the type of product that their trade desires and make their dough accordingly. For maximum results use the proper dough in the right place, since definite characteristics are obtained from various type doughs. There seems to be no uniform feeling throughout the country for preference of either a straight or a sponge dough.

There are no savings to be effected on the material side of production. In fact, perhaps, these costs will increase. The ingredients must be the best and used in sufficient quantities to produce good eating and tasting products. Consequently, it is only through mechanical production that savings can be effected, and these savings should be used to offer our buying public what they demand.

For any size operation, mechanization has little to do with quality. Quality is decided by the choice of ingredients, the know-how and the will to produce good merchandise. Machinery naturally needs intelligence and good workmanship behind it, but so does the rolling pin. This intelligence—or good workmanship—

when used in conjunction with machinery will produce more units per man hour for you.

With most types of mechanical sheeters, some revision or alteration of dough fermentation appears to be necessary. In any sheeter, having the dough sufficiently relaxed and pliable will prevent tearing. We develop our doughs rather well. All of our doughs are retarded or semi-retarded after being scaled and before running them through our sheeter. We also give a short retarding time before rolling in our danish doughs. Any size bakery can do much to mechanize its sweet roll production to advantage. For the smaller shops there have been several sheeters and simple production units developed the past few years. Some of these are combination bread molders or units designed to handle doughnuts along with sweet rolls. There is plenty of opportunity for the plants of limited production to use any of several available production units. These production units can be used in their simplest form, minus all gadgets or the gadgets can be added as desired or as the baker can incorporate any idea of his own.

Small Shops

In discussing production for small sized shops, it has been proved that to run a continuous sheet of dough down the make-up unit, regardless of how slowly it may run, is by far the best. Mechanization and automation are just as possible for the small shops as for the large shops. But the proper combination of time and space must be devoted to sweet roll production. For small and medium size operations, I would strongly suggest that the time and space devoted to sweet goods be in direct proportion to the percentage that sweet goods sales contribute to the total sales of the plant.

In our sweet roll operation we are always scrutinizing our production for improvements and more efficient methods. It has been our practice to pass on any savings resulting from production improvements to the con-

112 YEARS OF MILLING EXPERIENCE PLUS MODERN LABORATORY CONTROL ASSURES THE BAKER EXCELLENT RESULTS WITH:



GEORGE URBAN MILLING CO. BUFFALO, N.Y.

Uniformity

the priceless quality in flour

yours always with...

Acme-Evans Flours

ANGELITE—cake flour

COOKIE KING—cookie and dough-up flour

CRACKER KING—cracker sponge flour

GRAHAM KING—100% soft wheat graham

PAstry KING—low viscosity flour



Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

RUNCIMAN MILLING CO.
Successors to JONATHAN HALE & SONS, Inc.
MANUFACTURERS OF FINEST
MICHIGAN SOFT WHEAT FLOURS
Plain and Self-Rising
IONIA, MICH. PHONE 65
Since 1856

You can make better bread with
SUNNY KANSAS Flour
WICHITA
Flour Mills, Inc.
WICHITA, KANSAS

Lyon & Greenleaf Co., Inc.
MILLERS OF
High Grade Soft Winter Wheat Flour
Plain and Self-rising
LIGONIER, IND.

Wisconsin Rye Flour
We specialize in Dark Varieties
FRANK JAEGER MILLING CO.
DANVILLE P.O. Astlio WISCONSIN

We specialize in
designing and engraving
for Millers and the Grain Trade
Holland Engraving Co.
Kansas City, Missouri

IT PAYS TO BUY

American Flours

AMERICAN FLOURS, Inc.

sumer in the form of better quality. The make-up equipment in our plant definitely has a Rube Goldberg appearance, but it has been developed over 35 years of trial and error. I believe it would be safe to say that we have worked on dozens of gadgets for every one we are presently using. In scaling our doughs, we have a four pocket divider from which we have removed the pockets and installed one large head. Dough dividers of any size or type may easily be used to scale out the desired weights of dough. The important thing in using a divider is to operate it with care. We rack our dough, because, as I have mentioned, we are retarding or semi-retarding all of our dough. Several operations scale the doughs continuously onto a series of slow moving belts which transport the dough from the divider to the make-up table. It is then transferred by

hand to the first of the sheeter belts where the individual pieces are joined before going down the make-up units.

Cutting and Panning

Our make-up table, cutting area and panning conveyor are about 50 ft. in length. We use a separate break to elongate and shape the pieces, after which they are joined together on the infeed belt of the sheeter so that we have a continuous flow of dough passing along the unit. We run our unit with three to five men. Using four bakers on the unit, one sheeting the dough and feeding the unit, one sizing and keeping the gadgets filled and two panning, we produce 18,000 butterhorn or snail type units an hour, or 24,000 rolls of the cinnamon roll type an hour.

On our unit, after the dough comes out of the sheeter, we first remove the top flour and then run the dough over what we call a relaxer, which lifts the dough off the belt and dusts a small amount of flour under it. The dough then drops again to the moving belt. We do this for two reasons: First, the relaxing of the dough contributes to more uniform cutting by our guillotine style knife and secondly, we have a rather large cross roller which runs back and forth in a track across the dough. It is a great deal larger and more effective than any I have seen and a little flour under the dough prevents any trace of the dough sticking to the conveying belt. We then apply oil to the dough and have a series of spreaders or applicators capable of handling any type of filling. The dough is then stripped, if necessary, and curled or rolled. It then passes to the knife and panning section.

As a point of interest, we have tried starch on our line as a complete replacement for dusting flour. From



MILWAUKEE OFFICERS—At the recent installation of officers of the Milwaukee Retail Bakers Assn. President Louis Yarne, Yarne's Bakery, was presented a gavel by Joseph Vann, Vann's Pastry Shoppes. Mr. Yarne is also president of the Wisconsin Flour and Bakers Allied Trades Assn. Mr. Vann is a trustee of the Milwaukee Bakers' group. Also pictured are, left to right, Otto Ebeling, Ebeling's Bakery, financial secretary; Matthew Schrode, Schrode's Bakery, treasurer; Henry Wilbrandt, Wilbrandt's Tasty Pastry Bakery, vice president; Joseph Merlin, secretary; John Sternig of Sternig's Bakery, and Charles Benesch, Benesch Bakery, trustees.

Super Chief
High Protein Flour
GREEN'S MILLING CO.
Morris, Minn.

Evans Milling Co., Inc.
INDIANAPOLIS, IND., U.S.A.
Manufacture Kiln-Dried
DEGERMINATED CORN PRODUCTS
Capacity, 16,000 Bushels

ACME RYE
A HIGH QUALITY
WISCONSIN RYE FLOUR
All Grades
FISHER-FALLGATTER MILLING CO.
WAUPACA, WISCONSIN

SUPERLATIVE
Continues to maintain
its reputation for quality
and uniformity



SINCE 1879

HUBBARD MILLING COMPANY
MANKATO, MINNESOTA

all standpoints except one, it seemed very satisfactory, but we were not able to sufficiently enclose the unit and exhaust the starch back to the blowing system. Thus, we had objectionable settling of starch dust around our plant.

We feel there is a slight younging effect on the dough by running it through the sheeting or head rolls of any unit. This, we find, can be compensated several ways. One is a little more age on the dough or, in our particular case, we use retarding to give us a more workable and pliable dough. Or, a rather soft dough which is easy to sheet out can be used and the younging effect thus avoided.

(In the remaining portions of his report Mr. Stiles describes the extrusion machinery used by his firm, discusses dough handling, fillings and the amount of sweet roll and coffee cake production possible from his experience with the procedures and equipment described.)

He concludes by making the following points:

Industry Problem

I would like to point out that the competition we face is not from within in our group but from people in totally different industries. Ours is an industry problem, not merely an internal competitive problem. Our main concern today is for better quality, richer sweet goods with a greater variety than that offered by most bakers. Remember, in sweet goods quality, or the lack of it, is easily determined, even by the most casual customer. We must have these better sweet goods as a group, not just individually, to maintain and improve our competitive position.

The only way that we can do this, and thus give the public more for its money in both quantity and quality, is through complete mechanization and automation. This will enable us to compete better against other food industries that are also striving for the American food dollar.

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South Dakota Bakers Elect New President

SIOUX FALLS, S. D.—Dale Merritt of Centerville, S.D., owner of the Royal Bake Shop, was named president of the South Dakota Bakers' Assn. at the group's recent convention in Sioux Falls.

Mr. Merritt succeeds Herbert Rabe of Rapid City, owner of the Rolling Pin Square Bakery.

Renamed secretary and treasurer was Dale Olson, Sioux Falls, representative for Red Star Yeast & Products Co. Next year's convention will be held in Sioux Falls in the spring.

For the first time in its history the association held a Sunday business session and, in so doing, broke an attendance record with nearly 200 present. Many South Dakota bakeries are run by husband and wife, and they can get away easier for a Sunday session.

A panel of housewives appeared to give the pros and cons of the retail bakery business. The panel agreed that its members place quality above price. They are willing to pay more for boxes, or other adequate packaging. They demand courteous service and would like to be able to buy four to five dozen cookies in a unit package, preferably at a modest discount for quantity.

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Why do so many bakers agree that tomorrow's production planning calls for active dry yeast?

The basic advantages of dry over compressed yeast are pretty impressive. When you add them up, it is not surprising that more and more bakery management men agree that their plans for the near future call for increased use of dry yeast.

There are three main reasons for this trend: dry yeast is adaptable to automated operation; it offers cost reductions; and it has performance advantages.

Automation calls for dry yeast—and more and more automation is required to compete successfully. Dry yeast, for example, is adaptable to bulk handling. Being granular, it can be conveyed by gravity, and can be measured automatically with great precision.

Besides the savings associated with *automation*, dry yeast can offer substantial reductions in *handling cost*. For example, it is lighter, takes less space, and is easier to move. Dry yeast also puts an end to interruptions caused by *daily deliveries*.

Many bakeries which have converted from compressed to Red Star Dry Yeast report these performance advantages: drier doughs with improved machinability . . . more uniform pan flow, producing symmetrical loaves with fewer cripples . . . improved crust color, texture and crumb.

With operating costs continuing upward—and automation a necessity for larger wholesale operations—this is a good time to take a long, careful look at the advantages of dry yeast. Write our Bakery Division for information that will help you make a decision—and for expert technical consultation. No obligation, of course.



America's first plant for exclusive dry yeast production, built by Red Star at Belle Chasse, Louisiana. Watch your technical and trade publications for news of important new developments now under way in the dry yeast field. Red Star leads the industry in sales of dry yeast to bakeries, and is already years ahead in practical experience.

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Worth Looking Into



New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

No. 4127—Faster Sign Printing

Retailers are being offered "contact advertising" display signs printed on-the-spot in minutes by the Morgan Sign Machine Co., makers of "Line-O-Scribe" machines which eliminate waiting for outside services to produce display signs. "Line-O-Scribe" models are available for producing printed display cards from price tickets up to 22x28 in. A brochure offering further information on Line-O-Scribe sign making machines and tips on the use of printed display signs may be had without obligation. Mail the coupon to this magazine, requesting No. 4127.

No. 4128—Greaser For Bread Pans

A new heavy duty bread pan greaser has been introduced by Mallett & Co., Inc. Named the mobile 1958 Mallett automatic bread pan greaser, it is equipped with sturdy pan guide rails for long wear. Rails may be adjusted to accommodate a wide range of pan

sizes. The new machine handles 3, 4 or 5 pan straps. It greases up to 130 pans a minute, with as little as 4 oz. of grease for every 1000 pans. No heat is required. A single control measures the desired amounts of grease from the unit's 160 lb. capacity storage tank to the dispersion heads. Pan positions are pre-set by easily accessible controls. The tank's large capacity is supposed to cut re-filling time and labor and still afford easy maintenance and cleaning. For more information, clip the coupon, check No. 4128 and send to this publication.

No. 4121—Floor Cleaning Machines

Increased efficiency, resulting from a reduction and redistribution of weight, is claimed for Premier Co.'s new line of heavy-duty floor maintenance equipment. Less weight more evenly distributed makes the machines easier to operate and transport, along with larger wheels which can be raised or lowered at the touch of a toe to improve portability. Other



features include a new electronic starting system and a new heavy-duty gear train with gears held in line by ball bearings to prevent tipping and changing angle under pressure for quiet, friction-free operation in a factory-sealed gear box. The new machines will clean and maintain all types of floors. The PR-15A is for use in areas up to 10,000 sq. ft.; the PR-18A (pictured) for floors up to 20,000 sq. ft.; and the PR-22A for areas over 20,000 sq. ft. Specifications vary with size. Details will be furnished upon request. Mark No. 4121 and mail the coupon.

No. 4123—Booklet On Soluble Gums

A new handbook containing technical information and use data on "Methocel," Dow Chemical Co.'s trademark for a family of synthetic, water-soluble gums, is now available upon request. "Methocel" chemicals have found a broad use in a number of industries as thickeners, emulsifiers, emulsion stabilizers, suspending agents and binders. Solubility in water, odorless, tasteless and colorless characteristics, and thermal gel point make "Methocel" products useful in a number of product applications. Tough, flexible, clear, water-soluble films can be formed from their solutions. The new handbook presents physical properties of "Methocel," describes its chemical composition, preparation of solutions, effect of additives, gelation of solutions and other essential information. For more information, check No. 4123 on the coupon and mail to this publication.

No. 4122—Imprint Attachment

A new attachment for inkless imprinting of code-dates, prices and other copy on wax paper and other hard-to-print packaging materials, has been developed by Adolph Gottsch, Inc. Said to be compact and light in weight, the unit can be readily attached to a packaging machine in vertical, horizontal or upside down positions. Named "Wrap-A-Print," the attachment makes use of inexpensive roll leaf instead of inks for sharp, rub-proof imprints and elimi-



nation of ink drying problems on wax paper, polyethylene, cellophane, coated foil and similar materials in high-speed production operations. The roll leaf is available in many colors. For more information mail the coupon requesting No. 4122.

No. 4124—Pamphlet On Bread Cooler

Read Standard Division of Capitol Products Corp., manufacturer of a diversified line of commercial bakery equipment, is offering a folder on its new automatic rack-type bread cooler that provides high capacity in minimum space. Included in the pamphlet is technical data on design of the cooler as well as layout suggestions. Copies can be obtained by marking No. 4124 and mailing the coupon.

No. 4125—Labels For End Wraps

Pollock Paper Corp. has announced the availability of a variety of stock and standard end labels in addition to its special personalized brand name end labels. Stock labels can be obtained for industry-wide promotional campaigns, such as the American Bakers Assn. breakfast and picnic month events; for recipe and pictorial presentation of bread; community service labels, punch line labels for impulse sales, seasonal themes, price and dated labels, and labels for variety and special breads. Pollock also has a number of jumbo 5x3-in. standard pictorial top labels in full color which bakers are using on their Brown 'n Serve, hot dog and hamburger packages. For complete details, simply check No. 4125 and mail the coupon.

No. 4126—Bread Wrapped in Foil

The Minneapolis Division of National Tea Stores recently introduced two foil wrapped premium loaves. The new brand, "Pilgrim's Pride," features two special loaves: (1) Wheat bread in gold foil and (2) white bread in silver foil. Formulas feature premium ingredients such as unbleached flour, honey, butter, liquid whole milk, etc. The unique designs, based upon the early American theme, were developed under the personal direction of D. D. Davies, creative art director of Rap-In-Wax Paper Co. The wrappers are printed on Rap-In-Wax's "Foil-O-Rap" in four colors and are heat-sealed on both sides. Check No. 4126 on the coupon, mail it to this publication, and details will be forwarded.

No. 4120—Indoor Steam Cleaner

The new electric "Hot Spot" steam cleaner for bakery and food processing machinery, equipment and work surfaces has been introduced by Automatic Steam Products Corp. A fingertip control feature allows only the desired amount of steam to pass into the working area, eliminating the danger of flooding. It is available in three power sizes, in portable and stationary models, varying with the need and application. Details can be obtained by marking No. 4120 and mailing the coupon.

No. 4113—Wire Storage Basket

Crescent Metal Products, Inc., recently released an exclusively designed wire basket, Model 805-18, which is said to be interchangeable with 18 by 26-in. standard baking

Send me information on the items marked:

- 4113—Storage Basket
- 4114—Mixer
- 4115—Corn Booklet
- 4116—Refrigerator
- 4117—Racks
- 4118—Display Case
- 4119—Turntable
- 4120—Steam Cleaner

- 4121—Cleaning Machines
- 4122—Imprint
- 4123—Soluble Gums
- 4124—Pamphlet
- 4125—Labels
- 4126—Foil Wrap
- 4127—Sign Printing
- 4128—Pan Greaser

Others (list numbers)

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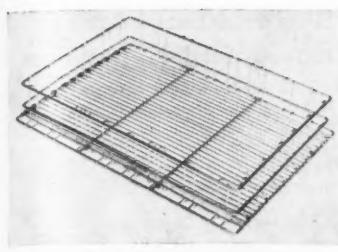
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sheet pans. The new baskets are made of nickel plated steel wire and can be fitted with two fold-down carrying handles. Baskets also stack and are supported on the outer edges to protect contents of the baskets below. For more information clip the coupon, check No. 4113, and mail to this publication.

No. 4115—Corn Products Booklets

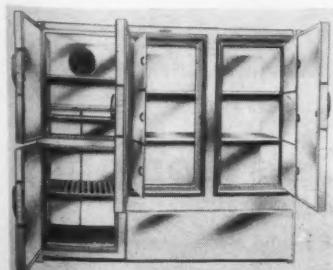
"Corn Starch," a 44-page illustrated booklet, has been issued by Corn Industries Research Foundation, Inc. Demand for the first edition necessitated a reprint and updating. The booklet discusses the nature of starch, the starch-manufacturing process, the various types of corn starch and approved handling procedures. Photomicrographs and drawings illustrate the structure of various starch granules. The foundation has also made available a new 20-page illustrated booklet, "Corn Oil," the third in its series on corn products. The new booklet discusses commercial types of corn oil and their uses, manufacture of corn oil, and characteristics and approved handling procedures. Both booklets are available without charge. Simply mark No. 4115 on the coupon and mail to this publication.

No. 4117—Racks For Baked Foods

The material handling division of Mid-West Metallic Products, Inc., reports favorable acceptance of its Nestaway System for handling bread and baked foods since introduction about a year ago. "Nestaway" is comprised of wire bread shipping racks, rack dividers and castered bases which form an integral unit for moving bread and baked foods from the wrapper to the consumer. Filled racks stack one upon another. Empty, they nest almost 100%, it is claimed, and with rack dividers double the capacity of each rack for shallow baked foods. Just check No. 4117 and mail the coupon for more details.

No. 4116—New Refrigerator

Foster Refrigerator Corp. announces the addition of a new two-temperature refrigerator (Model HLR 35-25-U) designed for greater freezer storage space. This new refrigerator is designed to meet the modern trend toward the use of more frozen foods. It features a 35 cu. ft. freezer section and a 25 cu. ft. refrigerator section, with 2 compressors



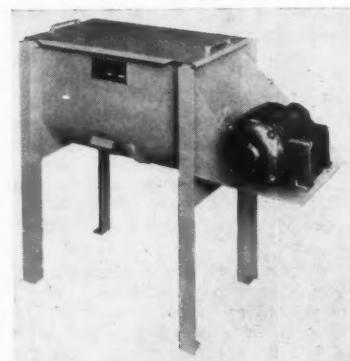
and 2 completely separate refrigeration systems for dependability. More information may be obtained by sending in the coupon, with No. 4116 checked, to this publication.

No. 4119—Improved Turntable

An improved power turntable, available in diameters of 4, 5 and 6 ft., has been developed by the Rapids-Standard Co., Inc. Chief improvements include a new die-formed table top that provides a flat, true surface for easy transfer of goods between adjoining conveyors, and a new drive arrangement for quieter, more efficient operation, reports the manufacturer. Wheel feeder sections bolted to the base can be positioned to allow virtually any degree of transfer to 180 degrees. Outside guard rails and inside adjustable guard rail are furnished for each desired degree of transfer. The two larger tables are $\frac{1}{4}$ -in. steel plate and the 4-ft. table is $\frac{3}{16}$ -in. steel plate. The table top is supported at four points by 6-in. diameter wheels equipped with rubber tires and anti-friction bearings. Telescoping legs permit height of the unit, from floor to the top of the table, to be adjusted from 24 to 39 in. Other heights are available on request. Check No. 4119 and mail for details.

No. 4118—Two-Way Display Case

Lern, Incorporated, manufacturer of heated and refrigerated food display cases, is featuring a new idea in food merchandising cases, a heated and refrigerated unit in one counter display case. The lower half of the new unit is a self-contained refrigerated display case for cream pies, gelatine



$\frac{3}{4}$ h.p., 1P, gearhead motor, angle iron legs, and a sponge rubber-gasketed metal cover. Check No. 4114 on the coupon and mail to this magazine for details.

Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

No. 4082—Margarine for flavor, color, Kraft Foods.

No. 4084—Paper bag salvage, B. W. Dyer & Co.

No. 4085—Baking book, "Let's Talk Baking," Harry N. Brown and Fred DeArmond.

No. 4086—Pie filler depositor, Hope Machine Co.

No. 4087—High speed dough mixer, Read Standard Division of Capitol Products Corp.

No. 4088—Special packaging film, Goodyear Tire & Rubber Co.

No. 4089—Aluminum containers, Chicago Metallic Mfg. Co.

No. 4090—Foil wrap for bakers, Reynolds Metals Co.

No. 4091—Powdered icing stabilizer, Frost-O-Fast Laboratories of Basic Foods Sales Corp.

No. 4092—Display for bread, H. A. Bacon & Co.

No. 4093—Sifting screen, J. H. Day Co.

No. 4094—Liquid weighing unit, Glengarry Processes, Inc.

No. 4095—Special sifting unit, J. H. Day Co.

No. 4096—Fuel intake meter, Sentinel Products Corp.

No. 4097—Baking package promotion, Messing and Pechter Bakeries, Inc.

No. 4098—Roll-type dough cutter, Allen Sales Co.

No. 4099—Bag packer, Errich International Corp.

No. 4100—Vertical dough mixer, Triumph Co.

No. 4101—Flour cleaning machine, Advance Flour Machine Co.

No. 4102—Display refrigerator, Foster Refrigerator Corp.

No. 4103—Muffin frame, Chicago Metallic Manufacturing Co.

No. 4104—Display rack, J. B. Dove & Sons, Inc.

No. 4105—Vacuum hose, Durkee-Atwood Co.

No. 4106—Conveyor apron, Robert A. Main & Sons, Inc.

No. 4107—Mixer bulletin, J. H. Day Co.

No. 4108—Freezer units, Nor-Lake, Inc.

No. 4109—Enrobing attachments for cakes and doughnuts, Basic Foods Sales Corp.

No. 4110—Rings for special cakes, Marlin Toy Co.

No. 4111—Pan coater, J. H. Day Co.

No. 4112—Article on flour weighing, Richardson Scale Co.

AIB Students, Staff Guests Of Bakers Club

CHICAGO—Students in the present class of the American Institute of Baking, members of the AIB staff and guests of the Bakers Club of Chicago, nearly 100 persons, met recently for a "Friendship Hour" and dinner held in the club's new penthouse clubrooms. Following cocktails, a buffet dinner was served in the Skyline Dining Room of the new club. Robert Cain, president, greeted those in attendance and introduced Fred M. Jensen, 2nd vice president.

Dr. Robert English, director of education at AIB, introduced the students and supplied information about each one.

Dr. Preston Bradley, founder and pastor of the Peoples Church since 1912, and author and world traveler, spoke on the subject "Making the Best of It." He told of changes to come in the baking industry, as in all industries, with science and chemistry being applied in so many new ways.

"New processes and better knowledge of nutrition all indicate an unlimited future for the baking industry and for these students entering it for their career," said Dr. Bradley.

In closing the meeting, President Cain extended a cordial invitation to students to use the club's services and facilities during their stay in Chicago. He thanked all members present and all contributors for making the "Friendship Hour" possible.

BREAD IS THE STAFF OF LIFE

Sanitarian Appointed To AIB Field Staff

CHICAGO—Kenneth V. Nyberg, district public health sanitarian for the Wisconsin State Board of Health, has joined the American Institute of Baking as field sanitarian.

The addition of Mr. Nyberg to the sanitation inspection staff will bring the number of AIB field sanitarians to eight, according to Louis A. King, Jr., director of the department of bakery sanitation.

Mr. Nyberg is a graduate of Wisconsin State College, where he received his bachelor of science degree in conservation. Following graduation, he was employed by the city water department in Stevens Point, Wis., and also served as milk sanitarian for that city. Later, he took over the duties of city sanitarian for Stevens Point. He has been with the Wisconsin State Board of Health since September, 1956, with offices in Green Bay.

Mr. Nyberg is a member of the American Public Health Assn.; Wisconsin Association for Public Health; Middle States Public Health Assn. and the Wisconsin and National associations of sanitarians.

BREAD IS THE STAFF OF LIFE

New England Outing

BOSTON—Due to discontinuance of the New England Bakers Assn. summer convention, members of the Vermont-New Hampshire Bakers Assn. have announced plans to hold their own two-day meeting at Woodstock Inn, Woodstock, Vt., June 10 and 11. Members of NEBA are cordially invited to attend. Tickets are being handled by allied tradesmen, and meeting plans by Edgar Genest, president, and R. J. Carbone, vice president of the Vermont-New Hampshire association.

ANSWERS TO "DO YOU KNOW?"

Questions on page 16

1. **True:** However, if the sponge is very stiff or the flour weak, so that it will not stand a great deal of mixing, it would probably be best to break up the sponge with the water and other ingredients before adding flour.

2. **False:** The government standard for "breakfast" cocoa requires that it contain not less than 22% cocoa fat.

3. **False:** The dough is apt to be sticky, not tough. As the flour becomes too intimately mixed with the shortening, absorption of the water is decreased. It is water in conjunction with the protein in the flour that causes toughness.

4. **True:** The following suggestions will also help to decrease this tendency. (1) Give less proof before

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placing them in the oven; (2) Dock the coffee cakes before placing them in the proof box; (3) Bake them at a somewhat lower temperature for a longer period of time.

5. **True:** The sugar and water are cooked to about 226° F. The acid, which has been dissolved in part of the water, is then added and the mixture cooked slowly for about 30 min. The syrup is then cooled as rapidly as possible.

6. **False:** It has been found that the fermentation tolerance is increased by the use of milk solids. This is often advantageous to the baker should something happen that may cause an unforeseen delay.

7. **True:** "Breakfast" cocoa contains not less than 22% fat, and bitter chocolate not less than 50%.

8. **False:** There are a number of cakes containing fruit or nuts that do not call for any cream of tartar, and in which no difficulty is encountered by the fruits or nuts sinking. There are, however, a few formulas where it is necessary to use a small amount of cream of tartar to eliminate this trouble.

9. **False:** It is usually figured that the fermentation time should be decreased about 25-35 min.

10. **True:** The quality of the protein is more important than the quantity. The baking test is the best test in judging a flour.

11. **False:** The yeast content will run from .15 to .2%, based on total weight of the flour content of the sponge and dough.

12. **True:** Cross-panning is done by moulding the loaves slightly longer than the pan and then cutting them into about five pieces. These pieces are then placed in the pans with the

cuts toward the sides of the pan. The pieces will join together during proofing.

13. **True:** The use of a bread or hard wheat flour will produce a tougher cake due to the character of the protein and its greater quantity.

14. **False:** Sticking would be increased. The addition of some milk solids, flour, dextrinized starch, agar-agar, or some other stabilizer, will decrease sticking to the wrapper.

15. **False:** As butter contains only about 80-82% fat and lard and hydrogenated shortenings are 100% fats, butter is rated as having about 80-82% shortening value when compared with them.

16. **False:** The retarding box should have a temperature of 34 to 38° F. Humidity is also very important. It should be about 85-88%.

17. **False:** Long patent flours are obtained from nearer the bran or outer coating of the wheat berry. This type of flour will not bleach as white as flour made from nearer the center of the wheat berry.

18. **True:** In making bread or rolls, it would take about 13 lb. milk solids (non-fat) to replace 1 lb. sugar in the dough to obtain about the same sweetening value. Non-fat milk solids contain approximately 50% lactose.

19. **False:** The dough should only be mixed enough to thoroughly incorporate the ingredients. Rolling and folding of the dough during incorporation of the shortening or butter, or a mixture of these will serve as a means of acquiring proper dough development.

20. **False:** Fermentation is speeded up due to lactic acid in the buttermilk.

Boston Firm Plans Equipment Expansion

DETROIT — The food division of Baker Perkins, Inc., Saginaw, Mich., has received an order to supply baking automation machinery for an 18,000 sq. ft. expansion program, now underway at Stop & Shop, Inc., Boston, to meet the baked foods demand in the New England area.

According to Claud Bryson, Baker Perkins food division sales manager and vice president, the new equipment, when installed, will have a production capacity of 8,000 lb. an hour.

The order includes metering devices, shortening handling system, ingredient mixer, size 16 dough mixer, dough trough elevators, an 8-pocket loaf proofer, pan separating and grouping devices, automatic conveyors to final proofer, a traveling stabilized tray final proofer, single lap direct gas-fired traveling tray oven with side loader and grouper, pan return system, automatic conveying systems, depanner and a stabilized tray cooler. Other equipment includes an automatic slicer feed system, dough troughs and covers.

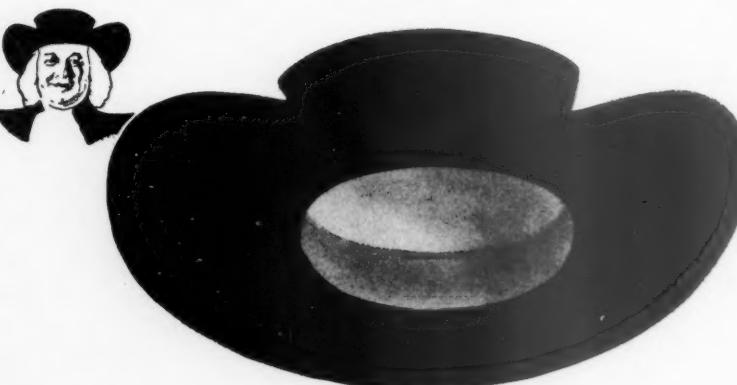
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Nonfat Dry Milk Consumption Higher For 1957; Bakeries Main Consumers

CHICAGO — Total consumption of nonfat dry milk in 1957 was 911 million pounds, compared with 807.4 million in 1956, representing an increased usage of almost 13%, or 103.6 million pounds, according to information from the 33rd annual meeting of the American Dry Milk Institute recently held here. The baking industry was the principal nonfat dry milk market, accounting for 36.5% of total domestic sales. The baking industry utilized 332.5 million pounds in 1957, an increase of 10.4% over 1956, or 31.4 million pounds.

Nonfat dry milk sales increases in 1957, however, failed to offset materially the year's increased production

and the expansion and development of markets for nonfat dry milk remain the No. 1 goal of the industry, according to H. F. Paul of ADMI market research, who presented the sales and production figures at an early convention session. Mr. Paul reported that total 1957 production of nonfat dry milk was 1,692.8 million pounds, 10% higher than in 1956.

In addition to the domestic increase in consumption, commercial exports were 40 million pounds last year, about 25 million over 1956.

Aim of the dry milk industry is to sell total production of nonfat dry milk into domestic channels, said R. M. Hadrath, Maple Island, Inc., Stillwater, Minn., ADMI chairman. This will mean augmented industry-wide promotion to user-consumers which—without minimizing the difficulties and industry effort involved—is not an insurmountable task, said Mr. Hadrath.

Reasons for Increase

F. D. Stone, Land O' Lakes Creameries, Inc., Minneapolis, attributed increased production during the past five years to three major developments within the dairy industry: 1) Increase in fluid milk production; 2) Conversion from farm separated cream supplies to deliveries of whole

milk; and 3) Reduced use of milk on the farms.

Mr. Stone foresees continued production increases, but feels the rate of conversion and number of farms will decline. There are many steps to be taken toward extricating the industry from its present surplus dilemma. He suggests that better collective efforts be made toward improved sales and better prices for the product, and that the industry should undertake to do more exporting on its own.

Increased production of nonfat dry milk during the past 15 years is partially due, according to Dr. T. G. Stitts, H. P. Hood & Sons, Boston, to the impetus given the industry by consumption needs of World War II, both domestic and for our allies. This growth of farm production and plant facilities during the large demand period has seen a natural continuation.

"Government requests were fulfilled by a natural patriotic reaction of the dry milk industry," Dr. Stitts said. He anticipates increasing milk production and continuing improved quality of the product. His opinion is that the government's price support program will continue.

"Tailored" Product

"Tailoring of nonfat dry milk for specific end-uses in various food industries," Dr. Stitts said, "has been a significant trend indicative of the forward look being taken by nonfat dry milk manufacturers. Examples are 'high heat' nonfat dry milk for bakery use and 'low heat' for many other products, as well as the 'instant grade' products."

Dr. Stitts complimented ADMI for its excellent program planning over the years. Matters discussed at meetings and studied by committees are always pertinent, he said, and beamed toward workable progress both for the industry as a whole and the final consumer.

"Bakery usage of nonfat dry milk continues to be the largest division in the domestic market for sales of our product," said M. J. Swortfiguer, bakery service division of ADMI.

Mr. Swortfiguer outlined the past and continuously successful endeavors to contact top management of the large volume bakeries. The search for ways to demonstrate to this group the soundness of using optimum amounts of nonfat dry milk in bakery products has been of prime consideration, he stated. "If you are calling only on bakery buyers with the idea of increasing their plants' usage of nonfat dry milk, then I am afraid you are missing the target! To increase the usage you must get to plant management."

"The bakery profession is an art, a science," Mr. Swortfiguer said. "And today, bakeries operate entirely differently from what they did a few years ago. Through automation, baking has become highly competitive, which requires the skill of the production engineer, the broad training of the accountant, and the prudence of sales and top management."

Salesmen are not intended to be bakers, according to Mr. Swortfiguer. They should, however, be familiar with not only the various operational advantages the baker obtains through use of nonfat dry milk, but what it does for bakery products nutritionally and in terms of sales increases.

Sell Management

Mr. Swortfiguer concluded by urging concentration of sales efforts on bakery management. "Sell the benefits that nonfat dry milk contribute; sell the benefits that each customer

appears to want. Then you're aiming your selling at the bull's eye!"

Officers and Directors

Elected for the coming year as members of the board of directors were: B. F. Beach, Michigan Producers Dairy Co., Adrian, Mich.; F. R. Bennett, Jr., Bennett Creamery Co., Ottawa, Kansas; L. H. Benson, State Brand Creameries, Inc., Mason City, Iowa; C. M. Carlson, Dairymen's Cooperative Creamery of Boise Valley, Caldwell, Idaho; E. E. Carlson, Dried Milk Products Cooperative Assn., Eau Claire, Wis.; W. T. Crighton, Producers Creamery Co., Springfield, Mo.; R. H. Cronshay, Challenge Cream & Butter Assn., Los Angeles; R. C. Evans, Carnation Co., Los Angeles; DeBaets, Bowman Dairy Co., Chicago; A. J. Good, Pickerington Creamery, Inc., Pickerington, Ohio; Arden Grudem, Falls Dairy, Jim Falls, Wis.; A. H. Kaemmer, Galloway-West Co., Fond du Lac, Wis.; George Pfeifer, North Star Dairy, St. Paul; E. A. Pool, Dairymen's League Cooperative Assn., Syracuse, N. Y.; George W. Rupple, Consolidated Badger, Inc., Shawano, Wis.; R. J. Speirs, Abbotts Dairies, Philadelphia; C. K. Stube, Rochester Dairy Cooperative, Rochester, Minn.; F. H. Suhre, Farmers Marketing Assn., Columbus, Ind.; G. W. Tolbert, M. & R. Dietetic Laboratories, Inc., Columbus, Ohio; M. L. Totten, Land O' Lakes Creameries, Inc., Minneapolis; Gar Wagner, McDonald Cooperative Dairy Co., Flint, Mich.; W. C. Welden, H. P. Hood & Sons, Boston, and J. E. Wickersham, Foremost Dairies, Inc., San Francisco.

Mr. Pool was elected chairman of the board of directors; Mr. Wagner, vice chairman, and Mr. DeBaets secretary-treasurer. On the executive committee are Directors Beach, Crighton, DeBaets, Evans, Pool, Tolbert, Totten and Wagner. Dr. B. W. Fairbanks is executive officer and director of the institute.

"DIAMOND D"

A High Grade Bakers' Spring Patent
Milled Under Laboratory Control
from Montana Spring Wheat
Sheridan Flouring Mills, Inc.
SHERIDAN, WYOMING

"RUSSELL'S BEST"

"AMERICAN SPECIAL"
Our mill is located in the high protein
wheat district of central western Kansas,
and secures most of its wheat
directly from growers.
RUSSELL MILLING CO., Russell, Kansas

Moore - Lowry Flour Mills, Inc.

Kansas City, Mo.

PRECISION-MILLED FLOURS

"SLOGAN SPECIAL"

The Quality Baker's Flour
Oklahoma Flour Mills Co.
EL RENO, OKLAHOMA

HIGH GLUTEN FLOURS

For Bakers

The Morrison Milling Co.
Denton, Texas

Emphatically Independent

DIXIE LILY

Plain and Self-Rising

A Flour Without Equal
Anywhere

BUHLER MILLS, INC.

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• Southern Regional Office, 3387 Poplar Ave., Memphis 11, Tenn.

All Grades

RYE FLOUR

1000 cwt. Flour—250 cwt. Meal

GLOBE MILLING COMPANY

WATERTOWN, WISCONSIN

Exceptional Bakery Flours

NO-RISK EX-HI NO-RISK PLA-SAFE

THE ABILENE FLOUR MILLS CO.
ABILENE, KANSAS

Capacity 3,700 Cwts. Daily

Grain Storage 2,250,000 Bus.

QUALITY FROM EVERY ANGLE
PREMIUM WHEATS LABORATORY CONTROLLED
KANSAS DIAMOND BAKERY FLOUR BAKING TESTED
EXPERT MILLING Millers of Fine Bakery Flours

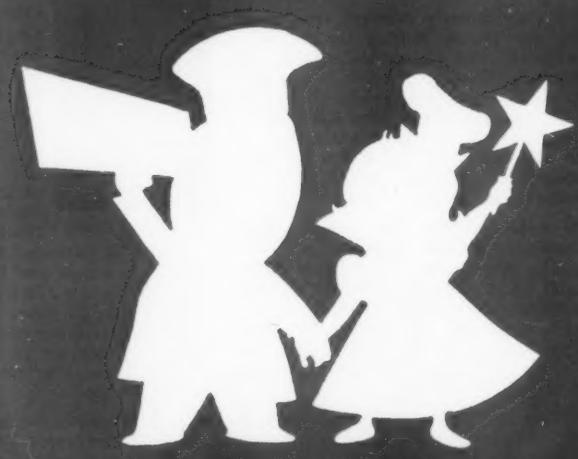
HIGGINSVILLE
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HIGGINSVILLE, MO.

ARKANSAS CITY
FLOUR MILLS
ARKANSAS CITY, KANSAS

DIXIE-PORTLAND
FLOUR MILLS
CHATTANOOGA, TENN.

DIXIE-PORTLAND FLOUR COMPANY
CAPACITY 20,000 CWTs.

GOING STEADY



STAN-EX—a high quality egg yolk replacement product for sweet rolls, coffee cakes, doughnuts, cookies and partially baked goods.

STAN-WHITE—stabilized powdered egg whites, for angel foods, layer cakes, cookies, icings, pie fillings, meringues, marshmallow and other toppings.

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STANDARD MILLING COMPANY

GENERAL OFFICES: 1009 CENTRAL ST.

KANSAS CITY 5, MISSOURI



Moms ...

Dads ...

Kids ...

*love bread
baked with*

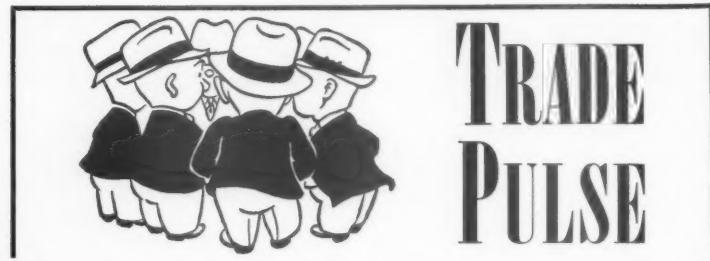
**WHITE
SWAN
FLOUR**

*bake after
bake after bake*

**SPRINGFIELD
MILLING CORP.**

572 Grain Exchange, Minneapolis 15, Minn.
Mills at Springfield, Minn.

Also mills of: *Pride of the Northwest*
• White Bear • White Gold • Purina



TRADE PULSE

● Robert W. Tolley, Jr., has been appointed to the newly created position of wholesale representative, bakery division, for S. Gumpert Company, Inc., Jersey City, N.J., according to an announcement by Howard G. Janover, vice president and director of sales. Mr. Tolley will call on special accounts in the metropolitan New York, New Jersey and Pennsylvania areas.

● During a recent meeting of the board of directors, A. G. Robertson, first vice president, was elected president of Canadian Baker Perkins, Ltd., a subsidiary of Baker Perkins, Inc., Saginaw, Mich.

E. Archer Turner, executive vice president of the American concern, was elected chairman of the board, and W. T. Vrooman as vice president in charge of engineering and manufacturing.

● Recent changes in the management of Continental Baking Co. at Spokane, Wash., include the retirement of Curt C. Haggerty as plant manager. He has been succeeded by Robert Heaps, formerly general sales manager.

● Dr. Robert H. Cotton has been appointed as director of research for Continental Baking Co. of Rye, N.Y.

Quality Millers Since 1879
BUFFALO FLOUR
THE WILLIS NORTON
COMPANY
WICHITA, KANSAS

**KNAPPEN MILLING
COMPANY**
Producers of
**BEST QUALITY MICHIGAN
CAKE & BAKERY FLOURS**
AUGUSTA, MICH.
TEL: Redwood 1-3222

LINDSEY-ROBINSON & CO., Inc.
ROANOKE, VA.
*Quality Soft Wheat Flours
for 75 Years*

He was formerly research supervisor for the Huron Milling Co., of Wilmington, Del., a subsidiary of the Hercules Powder Co. He is the author of numerous papers on chemistry and food technology. Guy Robinson is Continental's vice president in charge of laboratories and Elton L. Von Eschen is manager of the research laboratories in Rye.

● Omar Bakeries, Inc., Omaha, has appointed Maurice E. Burns, certified public accountant, to its home office staff to handle internal auditing and systems and methods work. Omar has also appointed George Dauble, formerly labor relations manager, as director of personnel and industrial relations.

● The former general sales manager of Weston Biscuit Co., George D. Wetherill, has been named sales director for Southern Biscuit Co. of Richmond, Va.

● The National Association of Fleet Administrators, Inc., holding its first annual meeting in Detroit, elected the following new officers: Frank Luzzo, John Sexton & Co., president; Richard K. Reese, Kraft Foods, first vice president; A. C. Schmidt, Armour & Co., second vice president; George E. Wilson, Lever Bros., third vice president; C. B. Whitaker, General Mills, Inc., secretary; and Lester Landau, Picker X-Ray Corp., treasurer. J. W. Limpert, Standard Brands, Inc., past president, was elected trustee for a three-year term.

● Sumner Farison has been appointed manager of Michigan Bakeries, Inc., Jackson, Mich., succeeding Harry Lehman.

● J. Dudley Calhoun has been appointed executive vice president of Arnold Bakers, Inc. Mr. Calhoun has been a vice president of Arnold Bakers since 1949. Another recent appointment is that of Niles H. Walker to assistant vice president in charge of quality control and product development. Vincent Comerford was advanced to the post of sales manager.

● The transfer of Robert Coleman, Chicago, to Blackbourn, England, as

assistant plant manager of the National Glaco subsidiary plant there, Prestige Group, Ltd., has been announced. Mr. Coleman is a graduate of Purdue University, and was formerly central divisional manager of Glaco and former plant manager at Pittsburgh.

● Edmund A. Borza, who has been associated with the baking industry for many years has been employed as

assistant secretary of the Bakers Club, Incorporated, of New York. Mr. Borza has been a member of the American Society of Bakery Engineers for 15 years and the Allied Trades of the Baking Industry, New York Division, for about 10 years. He attended Curry College, a business school and Duquesne University. His business experience covers about 25 years in the baking industry in business management and accounting service as well as being the owner at one time of Baking Products Corp.

● H. E. Temple, formerly chief engineer of Equipment Engineering Co. and Read Standard Corp., has joined Baker Perkins, Inc., Saginaw, Mich., as director of research and development. E. A. Turner, executive vice president, made the announcement.

● Appointment of W. J. Howe to a newly-created position as sales representative of mechanical packaging for the Central Packaging Division of Fibreboard Paper Products Corp. was reported by F. M. Holland, division sales manager. Mr. Howe has had more than 10 years in the sales and development of packaging machinery for the baking food processing, and other industries. He will headquartered at 1789 Montgomery St., San Francisco.

● Three new sales representatives for "Mycoban" sodium and calcium propionate have been assigned by the industrial chemicals section of DuPont's Polymers Department. They are John C. Varley, Thomas R. Ikelier and Michael G. Yakubik. Mr. Varley will be in Cleveland to handle sales in eastern Michigan, Indiana, Ohio, western New York, western Pennsylvania and Kentucky. Mr. Ikelier, with headquarters in New York City, will cover the New England states, eastern New York, eastern Pennsylvania, New Jersey, Delaware, and Maryland. Mr. Yakubik will be headquartered in Chicago and cover western Michigan, Wisconsin, Minnesota, Illinois, Missouri and Nebraska. Each of the three men recently completed a course in bakery production at the American Institute of Baking, Chicago.

● Borden Foods Co. has appointed Dan W. Murchison sales manager of its industrial sales department, according to T. O. Hofman, president. Mr. Murchison will be responsible for all institutional and industrial selling activities of the former food products and cheese divisions.

● Two vice presidents of Ekco Products Co. were elected to the board of directors at the firm's recent annual meeting. They are Edward C. Shultz, vice president of domestic manufacturing and engineering, and Jack J. Culberg, vice president of housewares sales. A native of Chicago, Mr. Shultz joined Ekco early in 1956 when he assumed full responsibility for all manufacturing and engineering operations

Centennial MILLS, INC.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.
DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

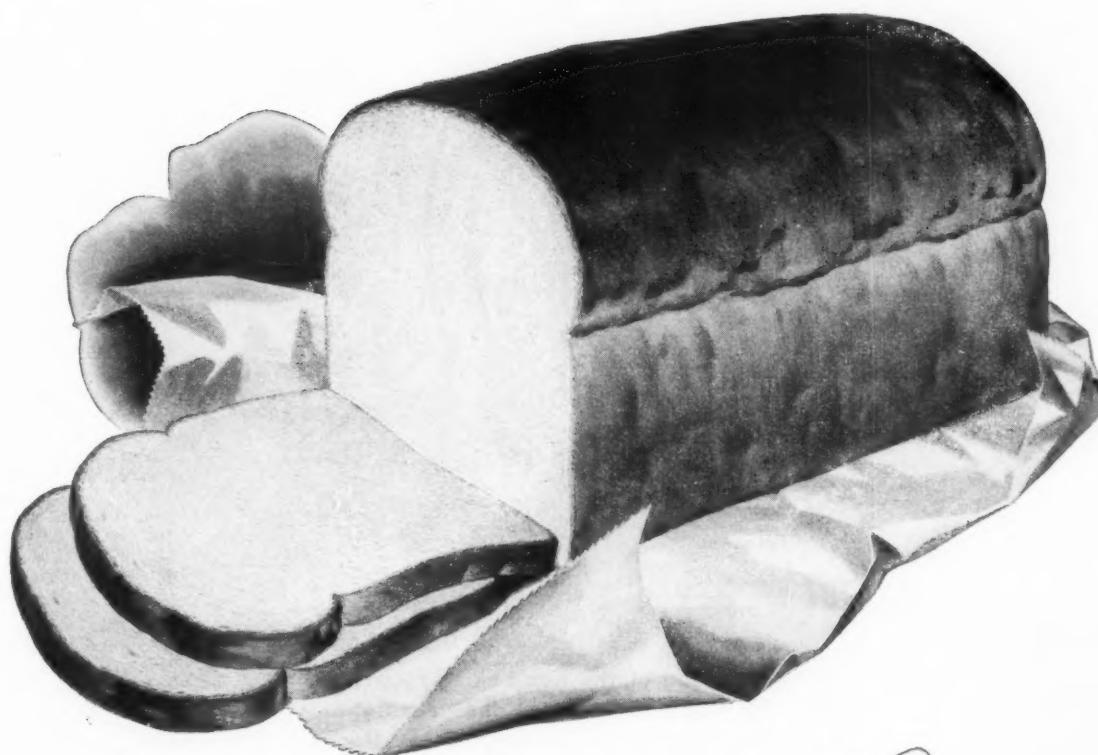
GOLD DROP PIE and COOKIE FLOUR
PYRAMID CONE FLOUR
CENTENNIAL CAKE FLOUR
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000
Bushels
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NEW SPOKANE MILL... ONE OF
THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

Millers of America's Finest Flours



BULK OR SACKED



Flour Mills of America, Inc.

EXECUTIVE OFFICES • KANSAS CITY, MO

in the company's 10 U.S. plants. Mr. Culberg is a veteran sales executive with Ekco, having joined the company 11 years ago as a salesman in Chicago. Successively he was district manager, premium sales manager and assistant vice president and divisional sales manager. In 1955 he was elected to his present position.

• Appointment of two additional brokers to represent Carnation Co.'s bulk products for the baking, ice cream and confectionery trades has been announced by **John T. Cunningham**, industrial sales manager, Instant Products Division. They are Clark-Thurber Brokerage Co., 1863 Wazee St., Denver, Colo., and Norris

Dairy Products Co., 3138 Quebec, Dallas, Texas.

• **Kenneth B. Chapman** has been named general manager of the Sutorius Bread Co. plant in Newton, Kansas, according to **W. Boyd Tourtillot**, president of the firm. An employee of the company for 16 years, Mr. Chapman has been a route supervisor 11 years.

• **Edward R. Florea**, general manager of the baked foods division of the Kroger Co., Cincinnati, has announced the establishment of two operating areas in the bakery manufacturing division. **Robert E. Bailey** and **Gustave A. Risse** have been ap-

pointed area managers under **E. J. Eschenroeder**, general manager of bread and cake bakeries.

• Packaging Institute has announced the appointment of **Alan R. Winslow** as technical coordinator and editor of "The Packet." Mr. Winslow comes to the Packaging Institute after considerable experience in the public relations field.

• The election of **George F. Christians, Jr.**, as president of H. C. Christians Co., was announced following a recent meeting of the board of directors. He will be chief executive officer for all company operations. **Geo. F. Christians, Sr.**, retiring president who

resigned after 46 years of active participation in company management, will serve as chairman of the board. **Orval H. Ause**, a member of the Christians organization for 22 years, was elected vice president, and will occupy the post of general manager.

• **Glen R. Grissinger** has been appointed assistant sales manager of the Read Standard Bakery Equipment Division of Capitol Products Corp. Announcement of his appointment was made by **William Strandwitz**, executive vice president. Mr. Grissinger, who was formerly manager of Read Standard Division's New York sales office, has a leading role in the design and production of the new Readco automatic rack cooler. In his new position he will headquartered in Readco's York, Pa., offices.

• Oakite Products, Inc., has announced the appointment of two new technical field service representatives. **Raymond L. Hansen**, formerly general manager of the Royal Crown Bottling Co. of Menominee, Mich., has been assigned to Green Bay, Wis.; **Thomas E. Thompson**, who received his higher education at Ohio State University, will serve the food industries in Columbus, Ohio. Both men completed an intensive eight-week training program at Oakite's New York laboratories and in the field before undertaking their new assignments.

• The election of **James W. Kirkpatrick**, industrial relations director, as secretary was the only change in officers chosen at the recent annual meeting of the board of directors of the C. J. Patterson Co. **C. J. Patterson, Sr.**, was reelected chairman of the board; **Robert M. Patterson**, president; **C. J. Patterson, Jr.**, vice president and **D. W. Ford**, treasurer of the bakery service firm.

• Vienna Baking Co., McKeesport, Pa., has announced the promotion of two employees. **Si Milton** who for the past two years has served the bakery as sales manager, has been named to the newly created post of vice president in charge of merchandising and personnel. **James Farrell**, sales supervisor, has been elevated to sales manager.

—BREAD IS THE STAFF OF LIFE—

Constitution Revised

CHICAGO—A copy of the revised constitution of the American Society of Bakery Engineers, containing the recommended change to set up a new membership class for retired members, has been sent to the ASBE membership as bulletin No. 156.

The new article IV, paragraph 4, reads: "Retired Members. Retired members shall be those members who have been active members continuously for at least 15 years, who have attained the age of 60 years, and who have retired from the baking and/or allied business and who apply annually for such status. Retired members shall not be required to pay dues."

This new membership classification was set up to retain the interest of longtime members who wish to read society publications and attend meetings and participate in activities of ASBE after they have reached the place where no part of their income is derived from services to baking or allied firms.

A RECOGNIZED MARK OF EXCELLENCE FOR EIGHTY-ONE YEARS



FLOUR FOR PERFECT BAKING



WE ARE proud of the fine baking results of HUNTER flours. We guard that reputation carefully. Selected wheats for HUNTER flours go through a rigorous qualifying process. When they pass that test we store them in ample quantity until needed. That is why HUNTER flours yield uniformly fine loaves year in and year out. You will like HUNTER flours for their top quality results.

THE HUNTER MILLING CO.
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

WHEAT FLOUR...

Cornerstone of

CIVILIZATION



How the Concept of PROPERTY Developed

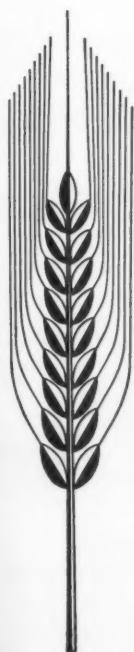
Only after man learned to till the soil and grow wheat, could the concept of property develop. The first kind of land ownership was a type of feudalism. Conquerors at first owned all land, then it was "let out" to cultivators who paid for it by working part-time on the landlord's land, and by agreeing to fight in the landlord's wars.

Thus, the embryo of individual ownership was formed, and the first type of rent was established.

The Kansas Milling Company, in exercising the highest standards of milling, employs the latest scientific methods to produce truly fine-quality flours that perform again . . . again . . . and again.

*Second in a series of institutional messages
dedicated to the bakers of America by*

The Kansas Milling Company



WICHITA
MOUNDRIDGE
MARION



Almost everybody who brings problems to Bemis (where flexible packaging ideas are born) likes the flexible solutions that Bemis creates out of 100-year experience, skill and just plain flexible imagination.



FARMERS' DAUGHTERS make farmers buy their flour in Bemis Bemilin (dress print) cotton bags because, stitched into dresses, they help keep farm women at the height of fashion. So, Bemilin® Bags keep your flour sales up, too. Everybody benefits.

Bemis



*Bemis may already be making
the better package you need. Call, write, or ask
your Bemis man.*

Good Bread is the product of
perfect fermentation

ANHEUSER-BUSCH, INC.
Bakery Products Division

Formulas for Profit

A Tip to Smart Bakers:

Use Peanuts and Peanut Butter for Specialties

PEANUT SPONGE CAKES (No. 1)

Beat together until light:

3 lb. whole eggs
2 lb. powdered sugar
1/2 oz. salt

Add:

Vanilla to suit

Then fold in carefully:

1 lb. 4 oz. cake flour
1 lb. 8 oz. fine ground peanuts
Bake in layers at about 380° F.

After the cakes are baked and cool, fill and ice with boiled icing. Pour a little chocolate icing on top of the iced cakes and then sprinkle sliced or chopped peanuts on top.

Boiled Icing

Boil to 240-242° F.:

5 lb. granulated sugar
1 lb. invert syrup
1 lb. 8 oz. water

When the desired temperature has been reached, pour this gradually into the following beaten mass and continue beating:

2 lb. egg whites
1/4 oz. salt
1 lb. granulated sugar

Then add:

1/2 oz. gelatine, dissolved in a little warm water

Continue beating until nearly cool and then add a little vanilla extract and mix in 1 lb. powdered sugar.

Chocolate Icing

Mix together:

5 lb. powdered sugar
4 oz. corn syrup
1/8 oz. salt
Vanilla to suit

Add:

1 pt. lukewarm water

Mix in:

12 oz. melted bitter chocolate

Stir in:

4 oz. melted butter

Keep this icing in a warm water bath so that it will pour readily.

PEANUT BUTTER COOKIES (Stamp Type)

Cream together:

2 lb. brown sugar
1 lb. 8 oz. corn syrup
1 lb. 10 oz. shortening
1 lb. 12 oz. peanut butter
1 1/2 oz. salt
1 oz. soda
Vanilla to suit

Add gradually:

12 oz. whole eggs

Stir in:

4 oz. milk

Sift, add and mix in:

4 lb. 8 oz. pastry flour
Bake at about 360° F.

Note: After the dough has been mixed, it should be cut into pieces of desired size and rolled into strips about as big around as a half dollar. They should then be cut into pieces of desired size and placed on lightly greased pans. Allow the cookies to dry a little and stamp them. By using this procedure, sticking to the stamp will be decreased.

PEANUT SPONGE CAKES (No. 2)

Beat until light:

3 lb. yolks
2 lb. sugar
1 1/4 oz. salt

Then beat light:

4 lb. egg whites
1 lb. 8 oz. sugar

Carefully fold beaten egg white mixture into the beaten yolks.

Sieve and fold in carefully:

2 lb. good cake flour

Then fold in:

2 lb. fine sliced peanuts

Bake at about 380° F. When baked and cool, fill and ice with the following butter cream icing. Sprinkle sliced or chopped peanuts on the top and sides.

PEANUT SNAPS

Cream together:

2 lb. granulated sugar
8 oz. butter
8 oz. shortening
1/2 oz. salt
5 oz. malt
1/4 oz. soda
Vanilla to suit

Add gradually:

10 oz. whole eggs

Stir in:

8 oz. milk

Sift together, add and mix in until smooth:

3 lb. cake flour
1/4 oz. baking powder

Then stir in:

1 lb. 4 oz. chopped peanuts

Deposit on lightly greased pans, using a canvas bag, about the size of a half dollar. Allow to dry slightly and then flatten out. Wash with an egg wash and bake carefully at about 375° F.

BUTTER CREAM ICING

Mix together:

1 pt. whole eggs or egg whites

Add slowly:

5 lb. powdered sugar

Add:

2 lb. butter
2 lb. hydrogenated shortening
1/2 lb. salt (variable)
Vanilla to suit

For a fluffy icing containing fruit or jams, add 14 to 16 oz. evaporated milk.

PEANUT BUTTER DE LUXE LAYERS

Cream together:

4 lb. brown sugar
10 oz. shortening
8 oz. butter
12 oz. peanut butter
1 oz. salt

Add gradually:

1 lb. 4 oz. whole eggs

Sieve together:

4 lb. cake flour
1 1/2 oz. baking powder

Add this alternately with:

3 lb. 4 oz. milk

Mix until smooth. Deposit into pans of desired size and bake at 360° F. When baked and cool, ice with the following icing:

Peanut Butter Icing

Mix together:

5 lb. powdered sugar
4 oz. glucose
1/4 oz. salt
Vanilla to suit

Add:

1 pt. lukewarm water

Mix in:

8 oz. melted bitter chocolate

Then stir in:

1 lb. peanut butter

4 oz. melted butter

If a fluffier icing is desired, add 1 lb. shortening and beat until light. This icing may be thinned down if necessary with simple or invert syrup.

PEANUT BUTTER BREAD

25 lb. bread flour

18 lb. water (variable)

5 oz. malt

8 oz. yeast

1 1/4 oz. yeast food

2 lb. 4 oz. peanut butter

1 lb. sugar

9 oz. salt

1 lb. milk solids (non-fat)

Dough temperature 78° F.

First punch about 1 hr., 45 min.

Second punch 45 min.

To the bench 10 min. later.

Scale and round up. Give about 15 min. intermediate proof. Make up and proof. Bake at about 420° F.

Note: In order to obtain a thorough distribution of peanut butter in the dough, it is best to incorporate it with the sugar, salt, etc., before adding water.

PEANUT BUTTER APPLE CAKE

Cream together for about 3 min.:

3 lb. cake flour
2 lb. peanut butter
1 lb. 12 oz. shortening (emulsifying type)

Sift together and add:

6 lb. granulated sugar
2 lb. bread flour
2 1/2 oz. salt
3 3/4 oz. baking powder
1 1/4 oz. soda
1 oz. cinnamon
1/4 oz. nutmeg

Then add and mix for about 3 min.:

4 lb. ground apples

Add and mix for about 3 min.:

3 lb. 4 oz. whole eggs

Mix in for about 5 min.:

2 lb. 8 oz. ground apples

Note: Scrape down the bowl and creaming arm several times during the mixing period.

Deposit into layer cake pans of desired size and bake at about 360° F.

When baked and cooled, fill and cover with the following icing:

Malted Milk Icing

Cream together:

10 oz. shortening
8 oz. butter
4 oz. malted milk powder
1/4 oz. salt
Vanilla to suit

Add:

1 lb. cocoa

Then stir in:

2 lb. milk

Sift, add and beat together until smooth:

7 lb. 8 oz. powdered sugar

The consistency of the icing may be controlled by increasing or decreasing the amount of powdered sugar.

PEANUT FINGERS

Cream together:

2 lb. 4 oz. granulated sugar
1 lb. shortening
8 oz. butter
1 oz. soda
1 1/4 oz. salt

Add gradually:

8 oz. whole eggs

Mix together:

1 lb. molasses

14 oz. water

Sift together and mix in until smooth:

3 lb. 12 oz. cake flour
1/4 oz. cinnamon
1/2 oz. cream of tartar
1/8 oz. ginger

Then mix in:

1 lb. 12 oz. chopped peanuts

Deposit on lightly greased pans, using a canvas bag and a No. 7 plain round tube, into fingers about 2 1/2 to 3 in. in length. Allow to set for a few minutes and then flatten out. Wash with an egg wash and bake at about 370° F.

Note: These cookies spread quite a bit, so be sure to allow plenty of space on the pans.

Peanut Butter and Peanut Specialties

Peanuts and peanut butter have a universal taste appeal, which becomes readily apparent in looking over any line of candy bars. Manufacturers of candy use enormous quantities of these products which are in demand by both youngsters and old folks. The enterprising baker will take a tip from the candy counter line-up and adopt some of these formulas for his trade. The cost of peanuts and peanut butter, as compared to other types of nuts, is low. The peanut flavor blends ideally with many of the baker's products. He, therefore, has two very excellent reasons for using them. From a nutritional standpoint, they rank high in food value. Peanuts contain approximately 25% protein and 38% fat. As the public is "nutrition" conscious, the smart baker will take advantage of this factor in the merchandising of his products. A mass display of peanuts and glass jars of peanut butter in conjunction with baked foods containing them is bound to attract attention. It has sales appeal. Take advantage of this by featuring the accompanying formulas.



A. J. Vander Voort

A. J. Vander Voort

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Troubleshooter (see page 49) and the Do You Know feature (see page 16), is head of the School of Baking, Dunderwood Industrial Institute, Minneapolis.

PEANUT HONEY CAKES

Cream together:

1 lb. 12 oz. granulated sugar
1 lb. 2 oz. shortening
1½ oz. salt
12 oz. honey

Sift in gradually:

12 oz. egg whites
Mix together and add alternately with the flour:

2 lb. 4 oz. milk
6 oz. granulated sugar
Vanilla to suit
Sift together and mix until smooth:

2 lb. 8 oz. cake flour
2 oz. baking powder

Stir in:

1 lb. 8 oz. chopped peanuts

Deposit into pans of desired size and bake at about 360° F. When baked and cool, ice cakes with the following icing:

Peanut Cream Icing

Mix together:

1 lb. 8 oz. shortening
1 lb. butter
1½ oz. salt
12 oz. milk solids (non-fat)

Add gradually:

2 lb. water

Then add and beat until light:

10 lb. powdered sugar
Vanilla to suit

Then stir in:

1 lb. 8 oz. fine ground peanuts

PEANUT WAFERS

Cream together:

2 lb. granulated sugar
1 lb. 8 oz. shortening
¾ oz. salt
½ oz. ammonia
Vanilla to suit

Add gradually:

1 lb. whole eggs

Stir in:

8 oz. milk

Sift and mix in until smooth:

4 lb. 8 oz. flour
1 lb. 8 oz. fine chopped peanuts

Roll the dough out to about ½ in. thickness. Cut out the wafers with a 2¼ in. plain or scalloped cutter. Wash with an egg wash and dip into a pan of finely chopped peanuts. Place on lightly greased pans and bake at about 375° F.

These wafers may also be made up as icebox cookies using the following procedure:

Shape the dough into rolls about 2 in. in diameter. Wrap rolls of dough in waxed paper and place in the refrigerator overnight. Then cut into slices about 3/16 in. thick, using a sharp knife. Press the slices in a pan of chopped peanuts and place on lightly greased pans. Bake at about 375° F.

This method is very convenient, as a large dough may be made and kept under refrigeration. Fresh wafers may be cut every day as required.

SLICED PEANUT POUND CAKES

Cream together:

3 lb. 8 oz. granulated sugar
2 lb. shortening
1½ oz. salt
Vanilla to suit

Add gradually:

2 lb. whole eggs

Stir in:

2 lb. 4 oz. liquid milk

Sift, add and mix in until smooth:

3 lb. 8 oz. cake flour

Then add:

3 lb. sliced peanuts

Deposit into pans of desired size and bake at about 330° F.

PEANUT BUTTER FILLED COOKIES

Cream together:

1 lb. 4 oz. granulated sugar
12 oz. brown sugar
6 oz. shortening
8 oz. peanut butter
4 oz. butter
¾ oz. soda
¾ oz. salt
8 oz. ground raisins

Add:

4 oz. whole eggs

Stir in:

10 oz. milk

Add and mix in:

1 lb. cake flour
12 oz. bread flour
8 oz. whole wheat flour
8 oz. oatmeal

Roll out the dough to about 3/16 in. thickness and cut out with a 3 or 3½ in. plain cutter (round). Wash the edges and place a spot of peanut butter in the center. Then fold over. Press down the edges, wash with an egg wash and bake at about 375° F.

Note: It has been our experience that, during the baking, peanut butter seems to dry out somewhat. We found that after the spot of peanut butter has been put on the dough it should be pressed down a little and then a spot of apple or raspberry jelly placed on top. The jelly and peanut butter combination seems to appeal to a lot of people.

PEANUT BUTTER COOKIES (Machine)

Cream together:

22 lb. brown sugar
9 lb. 8 oz. shortening
8 oz. milk solids (non-fat)
7½ oz. soda
4 oz. salt
Vanilla to suit

Add:

10 lb. peanut butter

Mix in gradually:

3 lb. 8 oz. whole eggs

Stir in:

5 lb. water

Sift, add and mix:

20 lb. pastry flour

Drop on lightly greased pans and bake at about 360° F.

PEANUT-CHOCOLATE CAKES

Cream together:

2 lb. 8 oz. granulated sugar
1 lb. butter
1 lb. shortening
½ oz. soda
1 oz. salt

Add gradually:

12 oz. egg yolks

Sift together:

2 lb. 12 oz. cake flour
¾ oz. baking powder

Add this alternately with:

2 lb. 4 oz. buttermilk

Then add:

1 lb. melted bitter chocolate

Stir in:

1 lb. 4 oz. chopped peanuts

Then beat light and fold in carefully:

1 lb. 8 oz. egg whites

1 lb. granulated sugar

Scale into pans of desired size and bake at about 370° F. After baking and when cool, ice the cakes with the following icing:

Peanut Butter Icing

Boil to 230° F.:

4 lb. granulated sugar
1 lb. 8 oz. water
½ oz. salt

Remove from the fire and add:

1 lb. 4 oz. invert syrup
1 lb. 8 oz. shaved bitter chocolate

Stir until the mixture is smooth.

Then stir in:

1 lb. 8 oz. powdered sugar

Add and stir in:

8 oz. shortening

12 oz. peanut butter

Add enough powdered sugar to bring the icing to the desired consistency.

PEANUT BUTTERSCOTCH COOKIES (Bag Type)

Cream together:

3 lb. 8 oz. brown sugar
1 lb. 8 oz. granulated sugar
12 oz. butter
8 oz. shortening
¾ oz. salt

Add gradually:

2 lb. eggs

Sift together, add and mix in until smooth:

2 lb. bread flour
1 lb. 8 oz. cake flour
1 oz. baking powder

Then add:

1 lb. 8 oz. chopped peanuts

Deposit with a No. 8 plain round tube on greased pans. The cookies should be approximately 1¾ in. in diameter.

After allowing them to dry for about one-half hour, flatten a little so that they will have a diameter of about 2¼ in.

Wash with egg wash. Bake at about 365° F.

PEANUT BUTTER MUFFINS

Mix together:

1 lb. granulated sugar
12 oz. peanut butter
¾ oz. salt
¾ oz. soda

Add gradually:

8 oz. whole eggs

Stir in:

1 pt. molasses

Add:

2 lb. milk

Mix together and add:

2 lb. bread flour
1 lb. whole wheat flour
1¼ oz. baking powder

Then mix in:

1 lb. seedless raisins

Deposit in greased cup cake or muffin pans. Bake at about 375° F.



Sweet Cream • Very Best
Masterpiece • Encore
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Belmont • Bulah • Stamina



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Bakery Merchandising

Bakers' Picnic Promotion Ready to Make July Banner Month for Food Industry

CHICAGO—The 1958 nationwide program to establish the fact that "July is Picnic Month" promises to be the most successful of the picnic campaigns dating back six years, promotion headquarters announces. Hundreds of organizations are cooperating with the Bakers of America Program picnic promotion.

For the seventh year, the major promotion effort for Picnic Month is a four-page supplement sent by the American Bakers Assn to more than

time-saving for editors, the material in the four pages is offered in mat form. Newspapers wishing glossy prints and proof sheets can have them upon request. These feature articles are used by the newspapers to promote outdoor eating sections with the help of local advertisers.

The 1958 picnic supplement contains stories regarding food—and menus designed to help the baker sell more of his products, including bread, buns, cakes, pies and other bakery foods.

The tonnage of bread, hot dog rolls and hamburger buns sold during "July is Picnic Month" has increased each year. According to officials of the American Bakers Assn, as a nation we will consume 10½ billion buns during the current year. And that is in addition to the 40 million loaves of bread sold each day, and to the millions of pounds of pies, cakes, cookies, cereals and crackers.

E. E. Kelley, Jr., president of the American Bakers Assn., and president of Butter Krust Bakeries, Inc., Lakeland, Fla., asked all bakers to do everything possible to cooperate in the picnic promotion program.

"Our national promotion program is essential to the success of the program," Mr. Kelley said, "but it will lose its impact if bakers fail to place a heavy emphasis on local promotion.

"Let's Eat Outdoors" is the official theme of the overall picnic month. The newspaper supplement will be strengthened by special picnic in-store material such as banners, point of purchase displays and shelf talkers. Many cooperating firms are printing their own material and will distribute it in stores.

Newspaper, radio and television promotion will be supplemented by special layouts and stories in national magazines. Several large concerns have readied campaigns nationwide in scope," Mr. Kelley concluded.

7,000 newspapers in the U.S. Its effectiveness has been proved by the year-after-year increase in the use of the editorial and advertising material. The supplement goes to every daily newspaper in the U.S., and to more than 5,000 weekly newspapers.

In order to make things easy and



PICNIC MONTH—The theme of the "July Is Picnic Month" promotion is repeated in each of the posters shown above, with a different meat and type of bread taking the spotlight each time. The Bakers of America Program points out that the annual Picnic Month is gaining greater acceptance each year in the food industry and publicity media.



NEW BREAD WRAPPER—A roll of new polyethylene film for bread wrapping, "Crown-Seal," and a loaf wrapped in the new material are being shown by Lloyd L. Fisher, manager of bakery packaging (left), and Dr. J. S. Barton, director of packaging research and development, of Western-Waxide Division, Crown Zellerbach Corp.

Polyethylene Plastic Used As Bread Wrapping Material

A new look is beginning to appear on shelves with introduction by the plastics industry of a new polyethylene transparent wrapper for bread, a joint innovation of the Western-Waxide Division of Crown Zellerbach Corp. and Spencer Chemical Co.

Months of research and experiment have produced, according to the developers, a material that will cut costs about 25 to 35% under other transparent materials, as well as provide packaging advantages. These include improved moisture proofness, longer shelf life because of its flexibility even at sub-zero temperatures, softer to the touch, and greater gloss and clarity.

The economic advantages of the new material, which is called Crown-Seal, is reportedly attracting manufacturers of other packaged items than bread, too. The developing firm is confidently looking forward to a potential annual use by this market of 150 million pounds of polyethylene.

Western-Waxide and Spencer have turned out a medium density polyethylene and an adapter to convert conventional bread wrapping machines to use the new wrapper.

Spencer has been seeking a polyethylene suitable for machine-wrapping bread since it introduced a medium density polyethylene in 1956. This was the first step in developing a material with the stiffness required for use in overwrap machines.

The polyethylene used in pre-packaged food and countless other items on store shelves is a limp material. In this condition it cannot be used in overwrap machines designed to operate on a pushing principle. Because of this, only a stiff substance like cellophane or waxed paper could be used.

Since the stiffness of polyethylene

depends upon its density, the chemical firm had to come up with a higher density product. This it succeeded in doing, and the first hurdle was overcome.

With a suitable wrapping material, the next trick was to adapt the wrapping machine so it could be used. This presented several problems involving the heating characteristics of polyethylene.

The main difficulty was in sealing the wrapper. This is simply done with cellophane or waxed paper because they can be sealed on the surface only. With polyethylene, however, there is a tendency for the material to melt when heat is applied.

When several thicknesses have to be sealed, as on the end of a loaf of bread, there has to be a method to heat all layers without melting the outside one. Another complicating factor: Polyethylene shrinks when heated. This raises the need of developing a system that would heat-seal the transparent wrapper and also cool it under pressure.

Crown research tackled the problem and came up with a sealing mechanism that enables proper heating and cooling without melting the plastic, and while the machine is running full speed.

Another problem appeared when it was discovered that the polyethylene stuck to the metal bar used to clamp the ends together in the sealing process. This was relatively simple to overcome, however, and the bar was covered with material to which the polyethylene would not stick.

To complete the job Crown engineers also came up with some specially-coated end labels which add a final touch to the wrapping operation. The end labels required special treatment because of the polyethylene.

ARBA CONVENTION

(Continued from page 6)

plenty of room at the top." No loss of sales volume was noted when the price for the improved loaf was increased from 20¢ to 25¢. "No decline in other bread business has been noted, so sales of this bread are all plus business."

Self-service packaging, particularly for supermarkets, requires a window box, Mr. Graessle felt. "The retail item is a prestige item, so use a prestige package," he said.

Retailers were urged to make use of the "magic figures" thought to be sales persuaders by supermarkets—3, 7, and 9. Female shoppers are impressed by prices ending in these numbers, it was explained.

The morning of April 30 newly-elected president Paul M. Baker, Jenny Lee Bakery, McKees Rocks, Pa., and William A. Quinlan, ARBA general counsel, Washington, D.C., led a panel made up of ARBA officers and directors. With the audience participating in what was termed "group dynamics," the ten most thought-provoking retail questions, as selected and screened by the board, were asked.

The consensus was that retail bakers can have both labor-saving equipment and handicraft quality on most items. Pre-packaging should go as far as it helps sales but should stop long before it assumes a supermarket look. A bakery should have enough salesgirls to sell the day's quota figuring about 160 customers and \$200 for a top girl. Holiday rushes can be expedited by newspaper ads, phone orders and pick-up stations. Salesgirl commissions, through incentive, increase sales but they must not hurt over-all morale. Youth can be attracted to baking by successful-baker talks before student bodies along with interesting literature. All retailers should devote some time to civic affairs for prestige and service such as civil defense. The third National Retail Bakers Week, May 17-23, 1959, can be improved with earlier planning at the local level. On-the-premises baking is more profitable than central baking for the small operation. Retailers should have a daily feature or special to stimulate the bakers and the salesgirls, it was felt.



THE BAKER'S THEATRE—Richard Morgan, Hemmings' Bakery, Utica, N.Y., is shown at the left above in his role as author, narrator and chairman for the well-received skit on retail selling which played to stand-



ing room only during the ARBA convention. At the right are two of the talented amateur performers, Reno Calarco and Peggy Savlov, singing one of the top songs of the show, "This Damn Retail Bakery Business."

Forecasted Wheat Flour Per Capita Use Dips to 118 lb. in USDA Compilation

WASHINGTON—The forecasted per capita consumption of wheat flour in 1958 has been set at 118 lb. by the U.S. Department of Agriculture in its National Food Situation Report released recently. This represents a drop of 1 lb. from the 1957 preliminary estimate of 119 lb. It is expected that the civilian per capita of all cereal foods in 1958 will average a little lower than last year, continuing the long-term downward trend.

The department points out, however, that total consumption levels may remain unchanged because of the ever-increasing population.

Last year, the report indicates, the domestic use of wheat for food and nonfood purposes totaled about 560 million bushels, compared with 606 million in 1956. Civilian consumption of wheat food products, measured in

grain equivalent, was about the same as in 1956, although the per capita rate was down slightly. Exports in 1957 reached a near-record of about 500 million bushels, 5% above the high level of the previous year.

The estimated per capita consumption of breakfast cereals manufactured from wheat remains unchanged from the 1956 and 1957 estimate of 2.8 lb. Rye flour, oat food products and barley food products also remain unchanged in the estimates of consumption at 1.3, 3.2 and 1.1 lb. in that order. Breakfast cereals made from corn are steady at 1.7 lb.

Retail prices of most cereal products, USDA predicts, will likely be a little higher this year than in 1957 because of probable increases in processing and distributing costs. Last year retail prices of cereal and bakery products averaged 4% higher than in 1956.

SALES RISE SHARPLY FOR BAKERY STORES

WASHINGTON—Sales by bakery products stores in the U.S. for the first two months of 1958 increased 12% over the corresponding two months of 1957, according to a retail trade report from the Bureau of the Census, U.S. Department of Commerce. Sales for February, 1958, increased 10% over February of 1957, but declined 9% from January of 1958.

Claude O. Skelton, Sta-Kleen Head, Dies

LYNCHBURG, VA.—Claude O. Skelton, 63, president and treasurer of Sta-Kleen Bakery, Inc., died here April 4.

He had been a director and district governor of the American Bakers Assn. and was a past president of the Virginia Bakers Assn.

He was president and treasurer of Sta-Kleen Bakery, Inc., of Danville and of the Valley Bakery, Inc., Waynesboro.

Surviving are his mother; his wife; a son, Claude Olney Skelton, Jr., of Waynesboro; a daughter, Mrs. W. F. Andrews of Anniston, Ala., and a brother, Harry E. Skelton of Lynchburg.

BAKERY STORES SHOW 1958 SALES GAIN

WASHINGTON—Dollar volume sales of bakery products stores in the U.S. for the first two months of 1958 amounted to \$157 million, compared with \$140 million for the comparable period of 1957. Figures are from a retail sales report compiled by the Bureau of the Census, U.S. Department of Commerce. Dollar volume sales for February amounted to \$75 million, compared with only \$68 million in February, 1957. February, 1958, sales were below January, however, which totaled \$82 million.



ARBA SCENES—Ready to get the annual meeting of the Associated Retail Bakers of America off to a good start recently are the officers and committeemen shown above. Left to right are the officers and committeemen shown above. Left to right are John J. Selig, Holiday Bakers, Freeport, L.I., program chairman; John Benkert, Benkert's Bakery, Great Neck, L.I., general convention chairman; William F. Thie, Virginia Bakery, Cincinnati,

ARBA treasurer, and Charles Schupp, Schupp's Bakery, Washington, D.C., president of ARBA at the time. In the illustration at the right, Gordon Nash, Priscilla Bakery, St. Bernard, Ohio, and Mr. Thie appear on a program discussing successful retail bakery promotions, with special attention to National Retail Bakers Week, of which Mr. Nash is chairman.

Continental Baking Co. Opens Tulsa Plant

A Step Into Automation Era

TULSA, OKLA.—Continental Baking Co.'s new million-dollar bakery in Tulsa was formally opened April 28 with a "bread breaking" ceremony. R. Newton Laughlin, president, was on hand for the formal dedication, with William Pennington, manager of the new plant. Also participating were James Maxwell, Tulsa's mayor-elect, and George E. Norvell, Tulsa's current mayor. Oklahoma Gov. Raymond Gary had planned to attend but was unable to do so, and sent congratulations by telegram.

Mr. Pennington cited the need for the new bakery to increase capacity, to raise quality control through the use of modern, automated bakery machinery, and to enable Continental to provide its customers with bread that is at least six hours fresher. Mr. Pennington said, "The capacity of the new plant reaffirms the company's belief in Tulsa and Eastern Oklahoma as a growing market area."

The new plant is located in the heart of Tulsa's newest industrial area. It will replace Continental's old plant at 509 Frisco Ave., where the company has operated for 34 years.

Occupying 90,000 sq. ft. on a 10-acre site, the ultra modern bakery represents the latest in a number of automated bakeries built by the firm.

Ninety per cent of Continental's sales are baked foods, with bread accounting for 75% of the volume and cake and sweet goods the remainder. The balance of sales volume comes from potato chips, mayonnaise and frozen foods under the label of Morton Frozen Foods, which was acquired in 1955.

Precision Baking

Mr. Pennington said that precision baking through absolute control of time and temperature is the key to the quality of Continental's product. The new plant's modern ovens, dividers and other equipment will keep detailed control of these factors.

The production area is almost a push button operation, with electronic equipment routing and controlling doughpieces along conveyor belts through molding, dividing, pan-

ning, depanning, cooling, slicing and wrapping.

Over 8,000 loaves an hour can be baked in the new oven, and an automatic bread slicer will slice 3,000 loaves an hour.

President Laughlin said that the

new bakery will help swell total 1958 sales for the company. He added that it is reasonable to expect sales to double in the Tulsa area in the next two years.

In 1957, Continental's sales set a record \$307 million, a gain of 8.32%

over 1956. Earnings were \$7,761,715.

"We bought a site large enough for expansion," Mr. Laughlin said. Continental is now in the potato chip business in several cities and the company may either buy or build a plant in Tulsa, he added.

To improve products, Continental recently built a \$1 million laboratory at Rye, N.Y., where Tulsa-made bread, as well as loaves from other bakeries throughout the country, will be constantly tested. Mr. Laughlin feels the laboratory is indispensable in today's competitive market.

Mr. Laughlin, a graduate of the University of Missouri in 1926, was named vice president of Continental in 1950, and became president in 1953.

Formal Opening

Over 150 of Tulsa's leading citizens were invited for the opening ceremony, a buffet dinner and a tour of the plant.

The day before the formal opening employees and their families had a preview of the dedication and guided tours through the bakery, where they were treated to a fried chicken dinner in the new Hostess Room. The Hostess Room will provide a community meeting place for clubs and social organizations.

Plant officials plan an open house for the general public soon, when guided tours will be conducted for civic groups.

• • •

Continental Expands Plant at Columbus

COLUMBUS, OHIO—The Continental Baking Co. recently completed a 2,800 sq. ft. addition to its plant here, including installation of a new bun machine, tray oven, 40-rack proof box and four bulk flour bins.

The improved production flow provided by additional floor space and new equipment has boosted plant capacity to 1,600 rolls and 4,800 loaves an hour.

Bulk flour is now supplied in 50,000-lb. deliveries by the Mennel Milling Co.



"WONDERAMA"—This unique display of the Tulsa plant of Continental Baking Co. is an eye-catcher which gives visitors the basic facts of bread composition. The display is just one factor in the firm's efforts to give consumers quality products and, at the same time, to inform them of the nutritious value of baked foods.



BREAD BREAKING CEREMONY—Officials of the Continental Baking Co. broke bread with civic officials of Tulsa, Okla., recently to commemorate opening of the firm's new baking plant in that community. In the picture are, from left to right: James Maxwell, mayor-elect of Tulsa; William Pennington, plant manager; R. Newton Laughlin, president of Continental, and



Mayor George E. Norvell of Tulsa. At the right is a front view of the new million-dollar plant in which automation has been achieved in almost all operations. The new plant includes a spacious Hostess Room where social and civic groups may hold meetings. The modern plant is located at 11th St. and Sheridan Rd., and will replace Continental's plant at 509 Frisco Ave.

CONVENTION CALENDAR

May 11-13—National Council of the Baking Industry, semi-annual conference, Queen Elizabeth Hotel, Montreal, Que., Canada; exec. sec., Robert H. Ackert, 191 Elington Ave. E., Toronto, Ont., Canada.

May 12-14—Biscuit & Cracker Manufacturers Assn. and Biscuit Bakers Institute, Inc., joint meeting, Edgewater Beach Hotel, Chicago; sec., B&CMA, Walter Dietz, 20 N. Wacker Dr., Chicago 6, Ill.; sec., BBI, Harry D. Butler, 90 W. Broadway, New York 7, N.Y.

May 13-14—Iowa Bakers Assn., Fort Des Moines Hotel, Des Moines, Iowa; sec., Henry W. Jabusch, c/o Rath Packing Co., Waterloo, Iowa.

May 13-14—Virginia Bakers Council, spring meeting, Thomas Jefferson Inn, Charlottesville, Va.; executive sec., Harold K. Wilder, 5 S. 12th St., Richmond 19, Va.

May 18-20—New York State Association of Manufacturing Retail Bakers, Hotel Sagamore, Lake George, N.Y.; sec., Roy A. Hock, 3524 East Ave., Rochester 18, N.Y.

May 25-27—Arkansas-Oklahoma bakers convention, Arlington Hotel, Hot Springs, Ark.; program chm., Charley Meyer, Jr., Meyer's Bakery, Little Rock, Ark.; sec., Art Spatz, 2809 Kavanaugh, Little Rock, Ark.

June 6-8—Rocky Mountain Bakers Assn., Broadmoor Hotel, Colorado Springs, Colo.; sec., Fred Linsenmaier, Box 871, Denver, Colo.

June 7-9—Pennsylvania Bakers Assn., mid-season convention, Ocean Forest Hotel, Myrtle Beach, S.C.; sec., Theo. Staab, 600 N. Third St., Harrisburg, Pa.

June 10-11—New Hampshire-Vermont Bakers Assn., spring meeting, Woodstock Inn, Woodstock, Vt.; sec., George MacDonald, Vermont Bakers Assn., Woodstock, Vt.

June 16-18—Bakers Association of the Carolinas, Ocean Forest Hotel, Myrtle Beach, S.C.; Mary Stanley, Box 175, Rockingham, N.C.

June 19-23—Bakery Equipment Manufacturers Assn., annual meeting, Key Biscayne Hotel, Miami, Fla.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

July 27-30—West Virginia Bakers Assn., White Sulphur Springs, W.Va.; sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston, W.Va.

Sept. 5-8—Virginia Bakers Council, Inc., fall convention, Natural Bridge Hotel, Natural Bridge, Va.; exec. sec., Harold K. Wilder, 5 South 12 St., Richmond 19, Va.

Sept. 14-16—Wisconsin Bakers Assn., Hotel Schroeder, Milwaukee, Wis.; exec. sec., Fred H. Laufenburg.

6173 Plankinton Bldg., Milwaukee 3, Wis.

Sept. 14-16—Southern Bakers Assn., annual production conference, Atlanta Biltmore Hotel, Atlanta, Ga.; pres., Benson L. Skelton, SBA, Inc., 708 Henry Grady Bldg., 26 Cain St., NW, Atlanta 3, Ga.

Sept. 26-28—Bakers Club of New York, Inc., Baltimore Bakers Club, Bakers Club of Boston, Central Pennsylvania Bakers Assn., Philadelphia Bakers Club, Pittsburgh Bakers Courtesy Club, annual golf tournament for Lee Marshall Cup, Galen Hall Hotel and Country Club, Wernersville, Pa.

Oct. 13-14—Missouri Bakers Assn. "Bakers Holiday," Kirkwood Lodge, Osage Beach, Mo.; sec., George H. Buford, Flour Mills of America, Inc., Kansas City, Mo.

Oct. 18-21—New Jersey Bakers Board of Trade, convention and exhibition, Atlantic City, N.J.; sec., Michael Herzog, 48 Clermont Ave., New Brunswick, N.J.

Oct. 18-21—New Jersey Bakers Board of Trade, convention and exhibition, Atlantic City, N.J.; sec., Michael Herzog, 48 Clermont Ave., New Brunswick, N.J.

Oct. 24-25—Baking Industry Sanitation Standards Committee, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Oct. 25-29—American Bakers Assn., Hotel Sherman, Chicago, Ill.; sec., Harold Fiedler, 20 N. Wacker Drive, Chicago, Ill.

Oct. 26—Bakery Equipment Manufacturers Assn., fall meeting, Hotel Sherman, Chicago, Ill.; exec. sec., Raymond J. Walter, 511 Fifth Ave., New York 17, N.Y.

Nov. 2-4—Kentucky Master Bakers Assn., annual convention, Netherland-Hilton Hotel, Cincinnati, Ohio; sec., Al Wohlleb, 748 Loretto, Louisville 11, Ky.

Nov. 11—Connecticut Bakers Assn., Silver Anniversary Convention, Hotel Statler, Hartford; sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Nov. 17-18—New England Bakers Assn., fall convention, Sheraton Plaza Hotel, Boston, Mass.; executive sec., Herbert J. Schinkel, 120 Boylston St., Boston 16, Mass.

1959

Jan. 10-13—Ohio Bakers Assn., annual convention, Cincinnati, Ohio; sec., Clark L. Coffman, Seneca Hotel, Columbus 15, Ohio.

Jan. 18-20—Pennsylvania Bakers Assn., winter convention, Roosevelt Hotel, Pittsburgh, Pa.; sec., Theo Staab, 600 N. Third St., Harrisburg, Pa.

CALENDAR FOR 1958-59

MAY					JUNE					JULY					AUGUST				
S	M	T	W	F	S	S	M	T	W	F	S	S	M	T	W	F	S		
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	
15	16	17	18	19	20	21	15	16	17	18	19	20	21	15	16	17	18	19	
22	23	24	25	26	27	28	22	23	24	25	26	27	28	20	21	22	23	24	
29	30						29	30						24	25	26	27	28	
SEPTEMBER					OCTOBER					NOVEMBER					DECEMBER				
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	
15	16	17	18	19	20	21	12	13	14	15	16	17	18	19	10	11	12	13	
22	23	24	25	26	27	28	19	20	21	22	23	24	25	22	23	24	25	26	
29	30						26	27	28	29	30	31		23	24	25	26	27	
JANUARY					FEBRUARY					MARCH					APRIL				
1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	
8	9	10	11	12	13	14	8	9	10	11	12	13	14	8	9	10	11	12	
15	16	17	18	19	20	21	15	16	17	18	19	20	21	12	13	14	15	16	
22	23	24	25	26	27	28	22	23	24	25	26	27	28	23	24	25	26	27	
29	30						29	30	31					26	27	28	29	30	



BAKERY SUPPLIERS MEET—Officials and committeemen of the National Bakery Suppliers Assn. are shown above as they discussed baking problems during the association's recent New York meeting. At the left is William Effron, Effron Bakery Supply Co., Poughkeepsie, N.Y., social chairman for this year's meeting; Gerald Henry, Henry & Henry, Buffalo, and Roger Blum, Sol Blum & Sons, Cleveland, chairman of the industry and public relations committee.

BAKERY SUPPLIES

(Continued from page 3)

& Holland; Lucian LaRue, Joseph Middleby, Jr., Inc., Boston; Mr. Richter, and Alex Weber, Caravan Products Co., Passaic, N.J. The 1959 annual convention of the National Bakery Suppliers Assn. will be held sometime in May in Las Vegas, Nev.

Mr. Weber was the chairman of the business program for this year's meeting; William Effron of the Effron Bakery Supply Co. in Poughkeepsie, N.Y., was social chairman. Both Mrs. Effron and Mrs. Weber were in charge of entertainment for the ladies.

Elected to posts in the standing

committees of the National Bakery Suppliers Assn. were: Morgan Marshall of the H. A. Johnson Co. in Boston, governmental affairs; Howard Mayer, Henry & Henry, Buffalo, business operations; Jack Lloyd of the J. R. Lloyd Co., Pittsburgh, constitution and bylaws. Roger Blum of Sol Blum & Sons, Cleveland, was re-elected chairman of the industry and public relations committee. John Allen, J. W. Allen Co., Chicago, is membership chairman and Mr. LaRue is chairman of the standards and sanitation committee. For the 1959 convention, the co-chairmen are William S. Hook, Jr., of the Bakers & Confectioners Supply Co. of California, Los Angeles, and Allan Ziegler of Westco Products.

WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

HELP WANTED

WANTED—BAKERY FLOUR SALESMAN
Aggressive mill with location for milling both spring and Southwest, also blended flours. Has opening for salesman in area adjacent to Chicago, upper Indiana, and Ohio. Should live in Chicago area. Prefer man with flour selling experience or experience and knowledge of the baking industry. Address Ad No. 3748, The American Baker, Minneapolis 40, Minn.

MACHINERY FOR SALE

FOR SALE—ONE 4x17 NORDYKE SIFTER
with A-1 Boxes, 180 R.P.M. Driving Irons Counter Weights enclosed in ring. La Grange Mills, Red Wing, Minn.

MACHINERY WANTED

WANTED TO BUY—RICHARDSON
scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan Mill Machinery, Jefferson City, Mo.

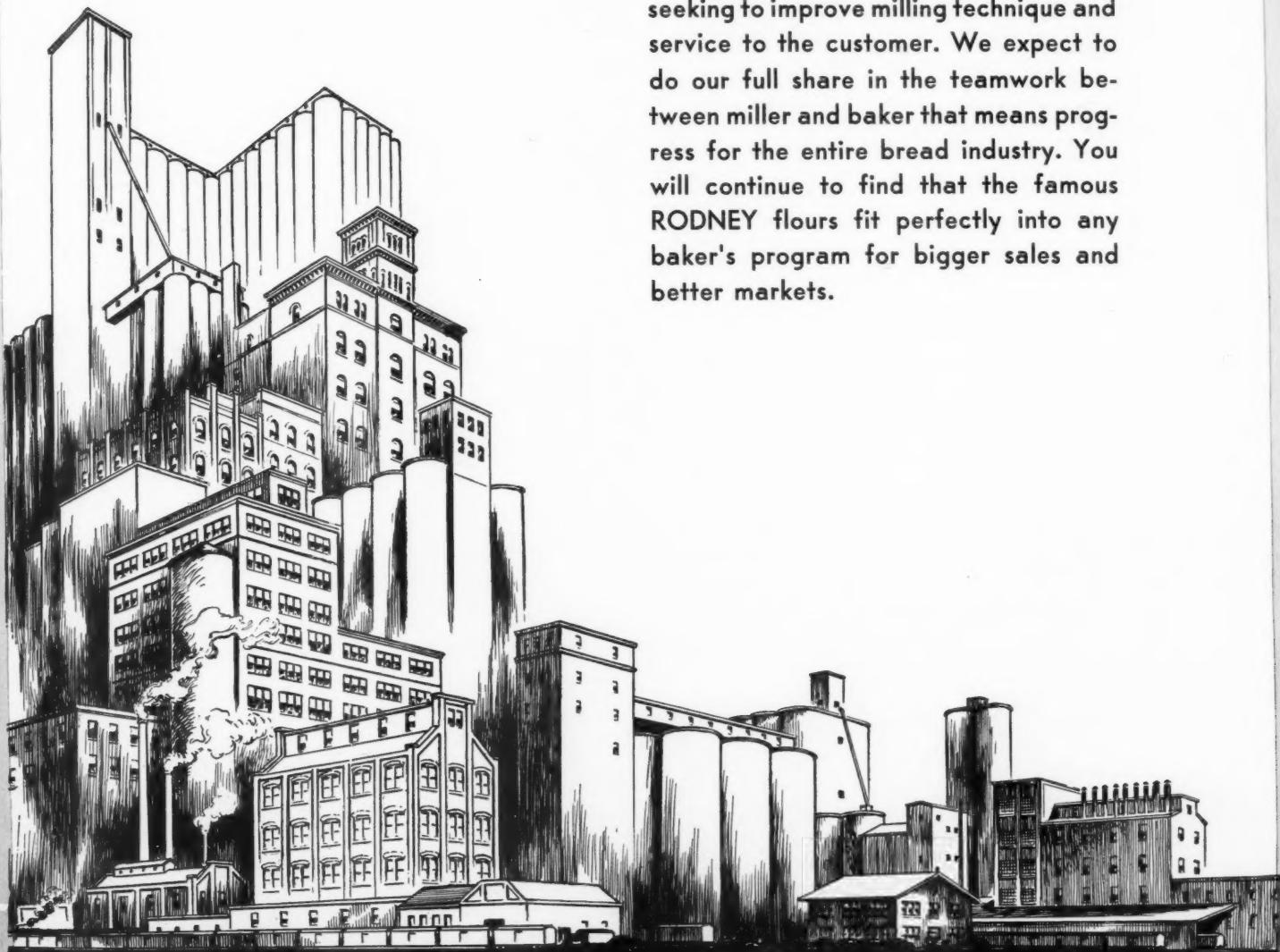
SITUATIONS WANTED

SECOND MILLER, 24 YEARS' EXPERIENCE in 4,000 cwt. mill. Last 12 years as second miller, married, desires responsible position with good firm. Address Ad No. 3742, The American Baker, Minneapolis 40, Minn.

MISCELLANEOUS

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CHEESE CAKE FORMULAS—27-page booklet giving full information about Formula Construction, Production Techniques, Types of Cheese to Use, Formulas for 12 popular Cheese Cakes and Pies.
Price \$2.00
Edward M. Voorhees
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Not all the achievements are being made in space travel. Business, too, must constantly explore new methods in order to keep pace with changing conditions. Here at Rodney, we are continually seeking to improve milling technique and service to the customer. We expect to do our full share in the teamwork between miller and baker that means progress for the entire bread industry. You will continue to find that the famous RODNEY flours fit perfectly into any baker's program for bigger sales and better markets.

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KANSAS CITY, U. S. A.

22,000 CWTS. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE

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The American Baker reaches the two groups vital to your product's acceptance—the production superintendent who selects it, and the plant manager who approves it. Cover "both sides of the street" economically through advertising in The American Baker.



DANNEN MILLS

DANNEN

Dannen Mills Inc.,

GRAIN AND JOBBING DIVISION

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Phone 3-0281 Phone 2-7038 Phone MA 6616

Dannen Covers the Midlands

We offer you top quality milling wheat and all feed grains.

Our 17 million bushel storage facilities consist of 22 country stations strategically situated in the grain belt, and our main plant in St. Joseph.



One small boy to another at a wide-screen movie: "Let me know if anything happens on your side."



The doctor stopped the nurse and asked, "What is that skinfint patient complaining about now?"

The nurse replied, "He says he got well before all the medicine was used up."



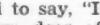
"After all, you can't take it with you," said the exasperated salesman who was trying without success to sell a grand piano to a wealthy old lady. She replied: "I can take it with me easier than a grand piano."



A little fellow, calling on a neighbor with his mother, suddenly said, "Mrs. Rand, may I see your new bedroom rug?"

"Why, Tommy, how nice of you to be interested. Of course you may go in and look."

"Gee, Mommy," he said, puzzled, "—it didn't make me sick!"



They used to say, "It's too late to shut the barn door after the horse has been stolen." But with modern cars, that's the only time you can shut the garage door.

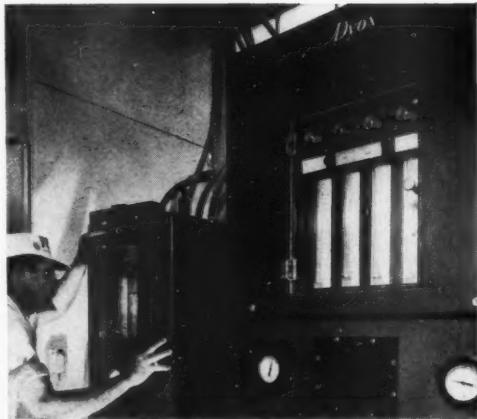


The ranch-type house did away with the unsightly clutter in the attic and basement. Now, it's in the garage.



▲ Colorado Milling & Elevator Co. • Oklahoma Flour Mills Company Mill, El Reno, Oklahoma • 4,000 cwt. daily capacity

COLORADO MILLING & ELEVATOR COMPANY MAINTAINS QUALITY WITH THE HELP OF W&T Flour Treatment



▲ Oklahoma Mill employee setting single control valve on Beta Chlora® Control unit. Unit applies chlorine gas accurately and dependably to individual flour streams. Dyox® unit is in right foreground. Here, chlorine dioxide gas, generated *in situ*, is accurately metered to flour streams as a gas, not as a liquid.

Novadelox® being placed in the hopper of an NA Feeder for best color removal and dependable application. Similar feeders are used for the feeding of "N-RICHMENT-A" pre-mixes for the enrichment of flour.



In seventeen mills throughout the United States, Colorado Milling & Elevator Company stresses quality in its finished products—"home office" quality, no matter where the mill is located. One of its means of securing this quality is the use of Wallace & Tiernan's products and services.

For flours treated to the optimum of maturity and to satisfy the most rigid baking requirements, CM&E uses the Dyox® Process to produce chlorine dioxide as a fresh, sharp gas without storage.

For pin-point pH control of pastry flours, it uses W&T Beta Chlora® control units that permit individual stream treatment with only one control valve setting. Chlorine application is easily read on an accurately calibrated scale.

For best color dress and the peak of color removal, CM&E uses Novadelox®, applied through the reliable, mill-tested, W&T Heavy Duty NA Feeder.

Colorado Milling & Elevator Company is only one of the many milling companies using W&T Flour Treatment. If your mill is not one of these, investigate the advantages of Wallace & Tiernan's complete flour service.

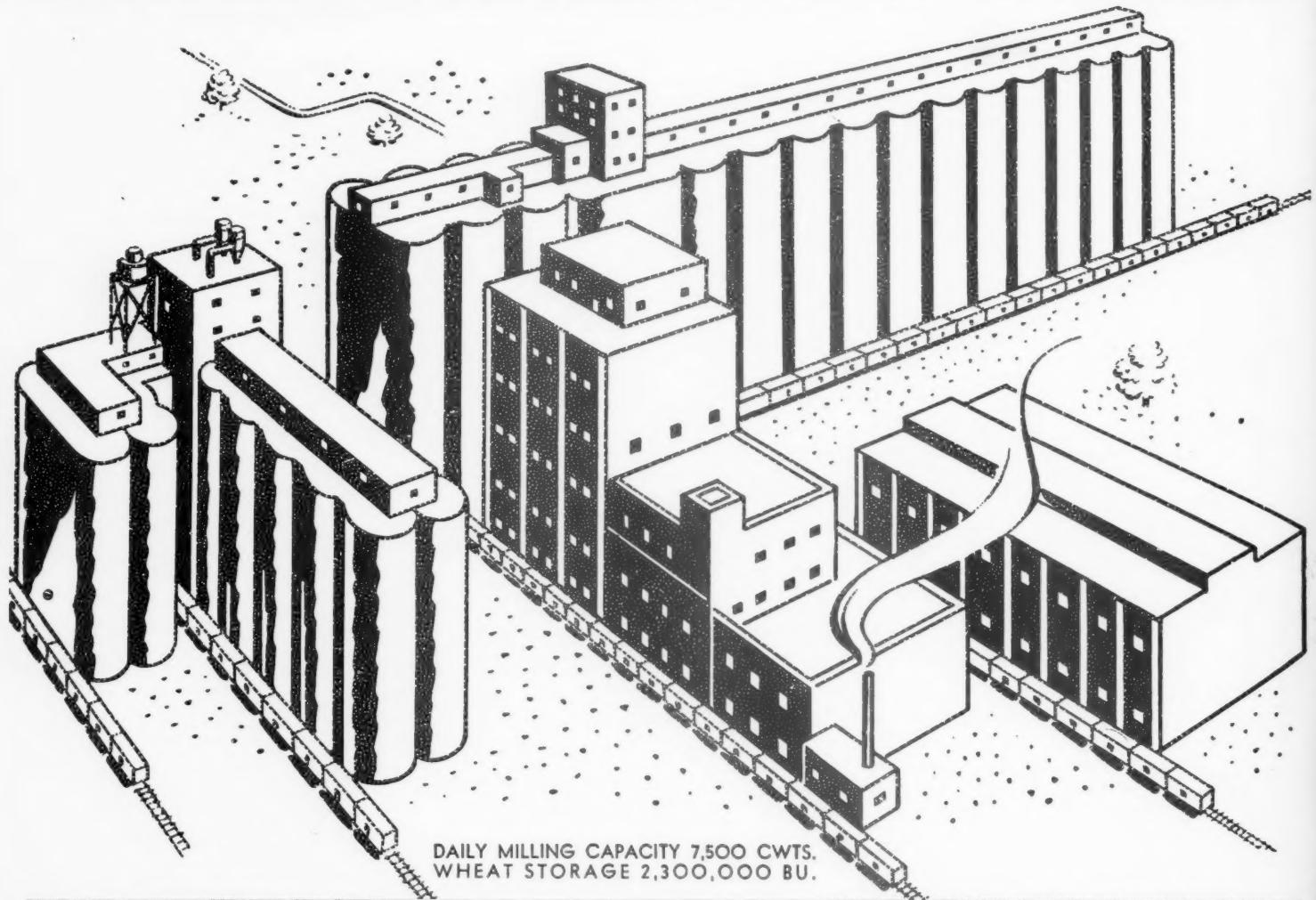


NOVADEL FLOUR SERVICE DIVISION
WALLACE & TIERNAN INCORPORATED

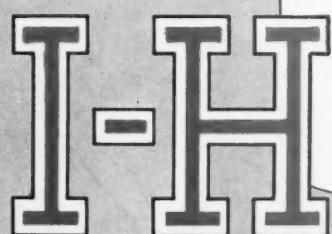
25 MAIN STREET, BELLEVILLE 9, NEW JERSEY
REPRESENTATIVES IN PRINCIPAL CITIES

N-91

"If it's I-H milled it's good flour"



DAILY MILLING CAPACITY 7,500 CWTS.
WHEAT STORAGE 2,300,000 BU.



By choosing I-H flours you get the kind of baking uniformity that gives your loaf the same consistent quality day after day. I-H flours are bakery-tested and bakery-proved. Many years of baking satisfaction testify to their unvarying high standards.

The **ISMERT-HINCKE** *Milling Company*

KANSAS CITY, MISSOURI

